



(563) 299-0857
katy.vanest@gmail.com
katyvanest.com

EXPERIENCE

CREATIVE DESIGN & WEB MANAGER

PricewaterhouseCoopers (PwC) // May 2022–Present // Remote

- Lead and teach coworkers in the use of Ceros for specialized web experiences requested by stakeholders.
- Create data visualizations for web pages using the online program Flourish.
- Code emails for multiple stakeholders.
- Concepting and wireframing for new campaigns, including Generative AI.
- Assisting with editing custom photography to meet brand standards.

Project Awards

- Communicator Awards, May 2023, Category: Website General-Business
- Web Awards, September 2023, Website-B2B, Standard of Excellence
- Web Awards, September 2023, Website-Interactive Services, Best Interactive Services Website
- w3 Awards, October 2023, General Websites, Marketing, Silver

SENIOR WEB DESIGNER–UI/UX

STANLEY Healthcare // April 2020–February 2022 // Remote

- Work with project managers in creating landing pages for product sales, events, promotions and more. Landing pages made using HTML & CSS, Instapage and Ceros.
- Design and build an online brand style guide for internal and external use.
- Email re-design and implementation for Q1 2022. Includes monthly newsletters, product emails, client communications and event emails.
- Create graphics and illustrations for social promotions.
- Assist with presentation creation and design for internal and external clients.

Awards: WIN Award

CREATIVE DIRECTOR

Wave Interactive // March 2018–March 2020 // Omaha, NE

- UI/UX: Working in collaboration with product managers and engineers.
- Illustrating design ideas using storyboards, process flows and sitemaps.
- Designing graphic user interface components and styles.
- Designing and building websites (WordPress) for a wide variety of clients, including Thrasher, The Maids, CubeSmart, Jet Linx, and Expedia.
- Communicating with clients on projects, including identity design, wayfinding, logos, website design and packaging.

VISUAL DESIGNER

Baxter Auto // August 2014–March 2018 // Omaha, NE

DIGITAL DESIGN INTERN

Bailey Lauerman // May 2014–June 2014 // Omaha, NE

GRAPHIC DESIGNER + PHOTOGRAPHER

Lloyd Veterinary Medical Center // January 2012–May 2014 // Ames, IA



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IOWA STATE UNIVERSITY // AMES, IA
Bachelor of Fine Arts, Graphic Design // 2014

BLACK HAWK COLLEGE // GALVA, IL
Associate of Applied Science, Equine Science // 2009

PROGRAMS

Adobe Creative Suite

// XD
// Dreamweaver
// Illustrator
// Photoshop
// InDesign
// Lightroom
// Premiere Pro

Website

// Ceros
// Flourish
// WordPress
// Pardot
// Instapage

Sketch

Brackets

DESIGN

Website

// UI/UX
// HTML/CSS

Digital

// Social Graphics
// Email
// Landing Pages
// Infographics

Logo

Branding

Print

Illustration

Photography