USER EXPERIENCE DESIGNER

Hello, I'm Katy Van Est.

I'm a Senior Designer with 12+ years of experience, including 8+ years focused on web design. I create user-centered digital experiences that connect business goals with real user needs. I love partnering with cross-functional teams to build scalable, accessible solutions, and I'm always exploring emerging tools, including Generative AI, to push the work further.

Experience

Stutsman (Hills, Iowa) 2025–Present

DIGITAL MARKETING SPECIALIST

- Lead SEO/AEO strategy: on-page optimization, link building, keyword research, and content recommendations.
- Plan, launch, and optimize paid campaigns across Google Ads, social media, and other PPC platforms.
- Manage website content, build landing pages, and ensure accurate, user-friendly experiences.
- Write web and blog copy to support digital campaigns and brand messaging.
- Track and analyze campaign performance, reporting insights and optimization opportunities.
- Collaborate with team on integrated campaigns: email, SMS, social, and website initiatives.
- Stay current on digital trends to enhance strategy and effectiveness.

PwC (Remote) 2022–2025

CREATIVE DESIGN & WEB MANAGER

- Led wireframing, concepting, and custom web builds for award-winning digital campaigns, integrating GenAI to streamline creative workflows.
- Key contributor to the ETRE Interactive Report (3–10x typical scope), saving ~$200K in outsourcing and driving 100K+ page views with 54% engagement.
- Built responsive Ceros experiences, Flourish visualizations, and coded HTML emails.
- Mentored peers in Ceros; served as GenAI Champion, sharing prompt strategy and emerging tools.

STANLEY Healthcare (Remote) 2020–2022

SENIOR WEB DESIGNER. UI/UX

- Led UI/UX for landing pages and email campaigns supporting healthcare product launches.
- Built digital experiences using HTML, CSS, Instapage, and Ceros.
- Redesigned newsletters and created an online brand style guide.
- Produced graphics, illustrations, and client-facing presentations.

Wave Interactive (Omaha, Nebraska) 2018–2020

CREATIVE DIRECTOR

- Directed UI/UX and brand initiatives across web, identity, and digital platforms.
- Led cross-functional teams; created user flows, sitemaps, and WordPress builds (Expedia, CubeSmart).
- Oversaw identity, packaging, signage, and client relationships.

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KATY VAN EST

CONTACT

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EDUCATION

2009–2014
B.F.A. Graphic Design
Iowa State University

2007–2009
A.A.S. Equine Science
Black Hawk College

SKILLS

AI: Generative AI, ChatGPT, Firefly, Copilot

Design: UI / UX, Accessibility, Website, App / Product, Photography, Infographics & Data Visualization, Social Media Graphics

Tools: Adobe Creative Suite, Figma, Flourish, Ceros, WordPress, WooCommerce, Sketch, Constant Contact

Dev: HTML / CSS, Email, Responsive Website

SEO / Analytics: BrightEdge, Google Analytics, Google Search Console