

KATRINA NEUMANN

SENIOR VISUAL DESIGNER

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EDUCATION

M.B.A. CORE, 2022
Harvard Business School
Cambridge, Massachusetts

M.F.A., 2012
SMFA @ Tufts University
Boston, Massachusetts

B.F.A., 2008
SUNY Purchase College
Purchase, New York

TECHNICAL SKILLS

VISUAL AND UI DESIGN

Sketch, Figma, Miro, Mural, Google Suites, Adobe CCSuites, Accessibility, E-Commerce, Motion Design with After Effects, Style Guides & Branding, UI Systems, Responsive Design Systems, Readymag, Squarespace, Wix, Multi-Platform Responsive Design

UX DESIGN

Usability Testing, User Interviews, Competitive Analysis, Information Architecture, Storyboarding, User Journeys, Surveys, Observations, Focus Groups, A/B Testing, Population Sampling, Usability Testing

BUSINESS STRATEGY

Business management and oversight, business advisement, investment management, team management, pitch decks, storytelling, innovation strategies, analytics, financial accounting, and economics for managers

SPEAKING AND FACILITATION

Moore College of Art, Parsons School of Design, Pratt, The New School at SVA, Tisch School of the Arts at NYU, Savannah College of Art and Design, and CUNY Lehman College

TECH INCUBATORS

NEW INC. 2016–2018
Made in NY Media 2017–2018

CURRENT
–2021

SENIOR STUDIO DESIGNER • SPARTNERS

- **Client work includes:** Twitter, Starbucks, Pfizer, UHC, WBA
- **Design Strategy:** Creative-problem solving by balancing broad solutions with time and finance constraints—and the capacity to educate on findings and best practices; Executes vision & planning by bringing creative and strategic plans to life. Devising schedules, deadlines, assignments, and contingency plans to obtain the best possible outcomes while working on the project, staffing, and budget parameters.; Collaborates with designers and strategists to create deliverables.
- **Digital Design:** Designs concepts and deliverables in a variety of media, including but not limited to digital (e.g., decks, websites, apps, digital platforms, site maps, wireframes).

CURRENT
–2013

PRODUCT DESIGNER & CO-FOUNDER • RIVET FOUNDER • RATE MY ARTIST RESIDENCY

- **Digital Design:** Lead UX/UI product design, product development, wireframes using Sketch and Adobe XD, and prototyping, Growing platform of over 1,000 organizations and 12,000 creatives, Collaborates with developers and product managers
- **Business Strategy:** Spearheaded business development, partnerships, and fundraising; Advised organizations on business practices and raising their ethical standards
- **Education:** Produced education workshops, pitch decks, and public conferences talks to help artists find and apply to opportunities and funding; focus groups research

2019–2018

DESIGN DIRECTOR—ABRONS ARTS CENTER

- **Visual Design:** Lead designer of visitor experience, theatrical performance, education, program, institutional departments and material requests
- **Digital Marketing:** Created written and multimedia content targeted toward specific social platforms and audiences & ensured consistent messaging, online and in Print Advertising, KPI Analysis, ESP (Constant Contact/Mailchimp), Social Media

2021–2013

FREELANCE DESIGNER

- **Design Strategy:** Lead implementation of digital strategy to meet client needs for websites; narrow down hierarchy and goals for each site, designing accordingly
- **Digital Design:** Designed responsive mobile and desktop and e-commerce websites with website builders like Squarespace, Readymag, Wordpress, or Wix; logo design; photography requests
- **Digital Marketing:** Social media consultations and marketing advice

OTHER LEADERSHIP ROLES

- Curator, Contemporary Arts Center New Orleans, LA (2019–2021)
- Director, Private Art Collection and Museum, Greenwich, CT (2018–2020)
- Director, Kent Fine Art, New York, NY (2014–2017)