

# KARMEN PATERSON

---

Karmenpaterson.me | 919-995-0926 | kepaterson4@gmail.com

## SUMMARY

I am a UX/UI with a diverse background spanning graphic and web design, education, and environmental sustainability. My goal is to create beautiful, impactful, user-centered solutions that are not only intuitive but also enjoyable to use. I am very interested in education, sustainability, and being a part of positive change.

## EXPERIENCE

**09/2014 to Current    Lead Designer | Owner**

### **Little Daisy Media**

- Designed cohesive visual components for web pages, digital campaigns, print materials, and other marketing collateral.
- Leveraged qualitative user research to inform and effectively communicate design solutions from concept to execution in web, mobile, and other projects.
- Led full website redesigns increasing accessibility and reducing customer service queries by 30% and increasing sales by 46%.
- Created wireframes and prototypes to test usability of the product.
- Advocated for Accessibility and Inclusive Design practices.
- Launched social media campaigns to drive brand awareness that led to 34% growth in shares and interactions and 23% increase in website traffic.
- Presented design concepts to stakeholders to facilitate discussions on project requirements and goals, aiming to secure approval for further development plans.
- Collaborated with cross-functional teams to ensure that design meets business objectives.
- Oversaw budgeting and financial management.

**11/2018 to Current    Graphic Design & Art Teacher | Contractor**

### **Outschool**

- Led, mentored, and inspired students in building a strong foundation in the process of graphic design and design thinking through clear and consistent coaching.
- Organized and structured learning modules to develop a comprehensive information architecture that funneled students into higher-level classes resulting in a 19% re-enrollment rate and over 2400 students taught.
- Analyzed current lessons and identified opportunities for improvement in the areas of usability, scalability, reliability and performance.

- Provided feedback on student projects and assignments by leading group and one-on-one critiques.
- Developed and implemented strategic course objectives and learning modules for over 250 courses.
- Delivered engaging learning experiences for a global student base of over 1 million learners.
- Developed content for in-depth classes on design software (Photoshop, Illustrator, InDesign, and Figma.)
- Researched industry trends and kept abreast of new technologies relevant to graphic design, visual design, web design, and UX/UI.

## **02/2011 to 09/2014    Marketing Manager | Lead Designer**

### **Cary Downtown Farmers' Market**

- Led full website redesign implementing online vendor registration and accessible donation opportunities making the registration process 90% easier and increasing donations by 26%.
- Owned the market's social media presence curating high-quality visuals, growing the audience by 200%.
- Designed graphics for web pages, flyers, posters, and other marketing materials using Adobe Creative Suite applications (InDesign, Photoshop, and Illustrator.)
- Developed creative concepts and strategies to enhance the brand identity and ensure consistency across multiple platforms.
- Collaborated with market stakeholders, city leaders, vendors, and other stakeholders on feature design decisions.

## **EDUCATION AND TRAINING**

**05/2014                    Bachelor of Science:** Agricultural Business & Environmental Science  
**North Carolina State University** – Raleigh, NC

**05/1997                    Associate of Arts:** Graphic Design  
**Pellissippi State Community College** – Knoxville, TN

## **SKILLS**

- |                            |   |
|----------------------------|---|
| • UX/UI Design             | • Layout, Color Theory, Typography                        |
| • Product Design           | • Adobe Creative Suite (Photoshop, Illustrator, InDesign) |
| • Wireframes               | • Figma   |
| • Prototypes               | • HTML  |
| • Information Architecture | • CSS   |
| • Accessibility            |   |