

Katherine Foong

katherinefoong.com
[linkedin.com/katherinefoong](https://www.linkedin.com/in/katherinefoong)

Experienced Product and UI/UX Designer crafting visually-impactful and intuitive digital experiences with a user-centric design approach.

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor's Degree,
Information Technology & Marketing

2014-2018

SKILLS & TOOLS

User Interface & User Experience

Figma, Invision, Sketch

Visual Design

Adobe Creative Suite, Canva, Ceros

Wireframing and Diagramming

Miro, Lucidchart

Collaboration & Project Management

Slack, Monday.com, ClickUp, Airtable

Front-End Web Development

HTML, CSS, Javascript

Artificial Intelligence

ChatGPT, NotionAI, DreamStudio

AWARDS

MUSE Award - Platinum Winner 2020

[Pandora: The 2020 Definitive Guide to Audio](#)

MUSE Award - Silver Winner 2020

[Patriot Management: Kenzie's Roller Rink Challenge](#)

CERTIFICATES

Google UX Design Certificate

(in-progress)

WORK EXPERIENCE

Ceros / Senior Digital Designer

November 2018 - April 2023

- Developed user-centric digital experiences that seamlessly integrate with branding guidelines and align with clients' business objectives, ensuring intuitive usability across multiple platforms and devices
- Established a Pilot team of 8 individuals, driving project management, strategy, and design; our mission was to assist prospective clients in embracing the Ceros platform and cultivate their visual identity through engaging, interactive digital experiences
- Collaborated cross-functionally with diverse teams to identify challenges and offer innovative solutions, contributing to continuous product improvement
- Engaged regularly with clients, delivering compelling presentations and fostering open discussions to explore and present creative solutions
- Conducted design showcases and feedback sessions, providing mentorship and training to clients and junior designers
- Visualized and effectively communicated design concepts and interactions through wireframes and prototypes
- Thrived in an agile and fast-paced work environment, managing multiple projects simultaneously, and consistently delivering high-quality design solutions within tight deadlines
- Created a variety of templates, including case studies, product pages, presentation decks, resource hubs, and eCards, to enrich Ceros's template hub

Pentwater Cabinetry / Design & Logistics Administrator

June 2018 - November 2018

- Collaborated with the CEO to define their visual identity through website design and marketing material
- Developed an app for drivers to log timely deliveries and optimize delivery path (tracking drivers' times and routes, recording client information, uploading images for proof of delivery)

UIUC Business / Assistant Programmer

August 2016 - May 2018

- Designed and managed the UIUC College of Business website using WordPress
- Utilized Excel techniques to analyze and standardize student and faculty data, ensuring accurate and organized information

The Lux Townhomes / Interior Design Intern

Summer 2016

- Interfaced with clients to discuss needs and plan project budgeting
- Sketched design plans, produced moodboard for client
- Sourced products within client's requirements, oversaw on-site installation

Radisson Hotel / Sales Marketing Intern

Summer 2014

- Streamlined and enhanced the hotel booking system, empowering front desk operations to efficiently handle large group check-ins and deliver exceptional guest experiences.