Kate McManus

Product Design | Information Design | Visual Design

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EDUCATION

Carnegie Mellon University

August 2016 - August 2017

Master of Human-Computer Interaction
School of Computer Science
Cumulative GPA: 3.9

Colorado College

September 2009 - May 2013

Computer Science Major,
Film Minor
Bachelor of Arts
Cumulative GPA: 3.7

SKILLS

Tools

Figma, Adobe Creative Suite (After Effects, Illustrator, Photoshop, Premiere Pro)

Additional UX Methods

Heuristic Evaluation, Interviews, Paper-Prototyping, Think-Alouds, Storyboards, Competitive Analysis, Crazy 8's, Customer Journey Maps

Additional Design

Brand & Identity, Typography, UI, Creative Direction, Print, Graphic Design, Interaction

PROJECT

Visualizing the Rijksmuseum

May 2017

Accepted to exhibit a public art installation for Vis Arts Program at IEEE Visualization Conference

EXPERIENCE

Google (Marketing Automation Design) | UX Designer

San Francisco, CA • September 2021 - November 2022 (over 1 year)

Designed enhancements to Think with Google (TwG), a B2C/B2B marketing blog, such as a responsive module for recommended articles. Evaluated designs and copy in user interviews. Refined further in A/B tests.

Led UX of an internal tool used by 3k+ Marketing and Sales employees to navigate 250k user journeys and export graphics to slides. Joined UX researcher to guarantee user-centered decisions. Enabled core insights in Google's narrative for their $100B Ad Marketing business.

Google (Data, Arts & Tools) | UX Designer

San Francisco, CA • September 2019 - August 2021 (2 years)

Drove visual storytelling with data for interactive articles and tools on TwG. Ensured responsive, best-in-class experiences, at times for audiences across 50+ countries. Increased engagement rate and time spent on-site (4+ minutes vs. 2.3 minute TwG average).

Launched Visual Stories, a mobile-first, immersive article style, to TwG. Collaborated with product, engineering, and other creative to facilitate rapid creation across the organization by transitioning production to an editor. Set quality standards: defined visual guidelines, led creative reviews.

NASA | Senior UX Designer & Researcher

Mountain View, CA • December 2017 - September 2019 (~2 years)

Created LSAIB, a tool to manage the documentation and approval of rocket parts for assembly and integration. Held kick-off with stakeholders to define/scope project. Conducted contextual interviews with subject-matter experts. Derived insights from affinity diagram. Identified areas for increased efficiency in workflow models. Usability tested. Iterated designs. Guided users in training sessions at release to smooth transition.

Redesigned DocTree, a visualization tool used to illustrate relationships between documents. Coded prototypes. Employed Lean UX to rapidly test iterations with users. Resulted in increased readability/traceability and time-savings for users, who presented prototypes at a milestone review.

Stroz Friedberg | Information Designer

New York, NY • March 2014 - June 2016 (~2.5 years)

Illustrated graphics for 50+ projects to convey technical findings of Digital Forensics, Incident Response, and Data Security teams to a variety of high-profile clients for use in reports, court rooms, etc.

Developed/designed internal web tool for Digital Forensic experts and Technicians. Optimized data entry process for managing client evidence.

Coded a dashboard prototype for the Chief Security Officer (CSO) to empower other CSOs to evaluate the health of their institution's security.