

KATE FRETZ

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OBJECTIVE

University educated UX Designer with experience in user research, interaction design, and accessibility. Skilled in creating intuitive digital experiences through wireframing, prototyping, and usability testing. Collaborative, detail-oriented, and driven to solve complex design problems with user-centered solutions.

EXPERIENCE

Research Apprentice | Wilfrid Laurier University

Sep 2024 – Apr 2025

- Collaborated with faculty to conduct a two-week diary study comparing gamified and non-gamified learning platforms.
- Analyzed data from participant entries to identify user engagement and retention trends for my Honours Thesis.
- Participated in regular research meetings and presented key findings at the Academic, Creative and Engaged Research Showcase (ACERS).

Graphic Designer | UXDSA

Sep 2024 – Apr 2025

- Designed cohesive branding materials to establish the organization's visual identity.
- Created digital assets including banners, logos, and event graphics to improve online visibility.
- Collaborated cross-functionally with club members to ensure alignment with user experience goals.

Web Design Intern | InvestDEFY

May 2024 – Sep 2024

- Assisted in the design and development of responsive web interfaces.
- Conducted competitive analysis and applied design trends to improve site usability.
- Contributed to front-end design updates to enhance navigation and user flow across devices.

EDUCATION

MA Digital Experience Innovation | University of Waterloo

2025 – 2026 (Expected)

BA User Experience Design | Wilfrid Laurier University

2021 – 2025

SKILLS

- User Research
- Wireframing & Prototyping
- Information Architecture
- Interaction Design
- Visual Design
- Design Thinking
- Accessibility Design
- Collaboration & Communication
- Usability Testing

AWARDS

- Third-place research poster at the Academic, Creative and Engaged Research Showcase (2025)
- Recipient of Scotiabank Experiential Learning for award UX Designers (2022, 2023)
- Dean's Honour Roll recipient for academic excellence, awarded each year at Wilfrid Laurier University (2021–2025)