


KATE FRETZ

UX Designer

CONTACT

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 Burlington, ON

 katefretz.com

EDUCATION

Wilfrid Laurier University

2021 - 2025

B.A. in User Experience Design

AWARDS & CERTIFICATIONS

- TCPS 2: CORE 2022 Certification
- Recipient of Scotiabank Experiential Learning Reward for UX Designers, 2022
- Recipient of Scotiabank Experiential Learning for Reward UX Designers, 2023

SKILLS

- User Research
- HTML/CSS
- Information Architecture
- Adobe Creative Suite
- Wireframes and prototyping

PROFILE

UX design student with hands-on experience in web design, graphic design, and user research. Skilled in user-centered design and applying research to drive innovative solutions. Passionate about enhancing user experiences through thoughtful collaboration.

WORK EXPERIENCE

GRAPHIC DESIGNER

User Experience Design Student Association

September 2024 - Present

- Collaborated with club members to develop a cohesive visual identity and branding for the organization.
- Created logos, banners, and other visual elements to enhance the club's online presence and marketing efforts.

RESEARCH APPRENTICE

Wilfrid Laurier University

September 2024 - Present

- Collaborated with faculty and research teams to explore innovative approaches to user experience challenges.
- Analyze data from surveys, interviews, and user research to identify key trends.
- Participated in regular meetings to discuss research progress, share findings, and plan next steps.

WEB DESIGNER INTERN

InvestDEFY

May 2024 - September

- Contributed to the maintenance of the existing website to enhance usability and functionality.
- Researched and implemented the latest web design trends to improve project outcomes.
- Assisted in designing and developing websites, ensuring a seamless user experience across devices.