

Kate Fretz

UX Designer / UX Researcher / Product Designer

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PROFESSIONAL OVERVIEW

UX Designer and Researcher with a Master of Digital Experience Innovation from the University of Waterloo and a Bachelor of Design in User Experience Design from Wilfrid Laurier University. Experienced in user research, usability testing, information architecture, wireframing, prototyping, accessibility, and digital strategy. Skilled at translating research insights into user-centred digital experiences across web, mobile, service design, AI productivity tools, and inclusive design projects.

WORK EXPERIENCE

DIGITAL CONTENT STRATEGIST | Vodka Friday Inc., *Remote* MAY 2026 – PRESENT

- Develop digital branding, content strategy, and social media campaigns to strengthen brand identity and improve audience engagement.
- Collaborate directly with leadership to align visual communication, marketing strategy, and digital content with business goals.
- Apply UX, content strategy, and analytics principles to evaluate digital performance and improve the clarity, consistency, and usability of brand communications.
- Support website and digital experience improvements by identifying opportunities to strengthen navigation, messaging, and conversion paths.

RESEARCH APPRENTICE | Wilfrid Laurier University, *Brantford, ON* SEPT 2024 – APR 2025

- Designed and facilitated a 10-day diary study comparing gamified and non-gamified e-learning platforms using surveys, daily reflections, and qualitative analysis.
- Synthesized research findings into reports, academic presentations, and visual research materials for faculty review and public presentation.
- Analyzed user behaviour patterns related to motivation, retention, engagement, and perceived learning outcomes.

GRAPHIC DESIGNER | UXDSA, *Brantford, ON* SEPT 2024 – APR 2025

- Designed promotional graphics, social media content, and event materials to support student engagement and association branding.
- Collaborated with executive team members to create cohesive visual communication across digital platforms and student-facing campaigns.
- Produced branded assets while maintaining consistency in layout, typography, colour, and messaging.

EDUCATION

Master of Digital Experience Innovation | University of Waterloo, *Waterloo, ON* Graduated: 2026
Bachelor of Design in User Experience Design | Wilfrid Laurier University, *Waterloo, ON* Graduated: 2025

CORE SKILLS

UX Research: User Interviews, Usability Testing, Surveys, Diary Studies, A/B Testing, Card Sorting, Journey Mapping, Personas, Competitive Analysis, Qualitative Analysis, Research Synthesis

UX/UI Design: Information Architecture, User Flows, Wireframing, Low/Mid/High-Fidelity Prototyping, Interaction Design, Mobile Design, Responsive Web Design, Accessibility, Inclusive Design, Design Systems, Visual Hierarchy
Tools: Figma, Framer, Miro, Notion, Trello, Microsoft Office, Google Workspace, Adobe Creative Suite, Canva, HTML/CSS/JavaScript Basics, AI Design Tools

AWARDS & RECOGNITION

Academic, Creative, Engaged Research Showcase Recognition Wilfrid Laurier University	2025
Dean's Honour Roll Wilfrid Laurier University	2021-2024
Recipient of Experiential Learning and Design Project Scholarship Scotiabank	2021-2022
Academic Distinction - University of Waterloo	2026