

KATHREEN FONTECHA

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Relevant Projects

*University of California
Agriculture and Natural Resources*

Integrated Web Project— UCANR site redesign

Communication Services and Information Technology website redesign

*Pacific Gas and Electric (PG&E),
Selby Energy, Inc.*

Energy Code Implementation Timeline Software Specification

Propel PLM

Company website, selected page designs

Education

University of California, Davis

B.A. Design, Visual Communications

B.A. English

Northwestern University

Currently pursuing

M.S. in Information Design and Strategy
(Distance Learning Program)

Relevant coursework

Models and Theories of
User-Centered Design

Information and Content Strategy

Data and Text Visualization

Information Architecture

Software Skills

Design: Adobe Creative Suite

Web: HTML, CSS, JavaScript,
Content management systems

Office: Microsoft Office Suite; SharePoint

Professional Experience

Senior Artist

University of California Agriculture and Natural Resources, Communication Services and Information Technology

July 2016 – Present

As Senior Artist at UCANR's CSIT Department, I work independently and collaboratively on design production and web strategy tasks.

VISUAL COMMUNICATIONS AND PRODUCTION:

- Produce print and digital materials including: print publications, *California Agriculture* article layouts, newsletters, infographics, signage, and presentations.
- Collaborate and meet with UCANR management and staff to develop design materials.

WEB STRATEGY AND USER EXPERIENCE DESIGN:

- Perform website content audits and user needs research. Analyze and summarize results and apply findings to redesign plans.
- Develop site architecture based on content hierarchy, user needs, and organization's goals.
- Design site wireframes and prototypes with the key goals of efficient user interaction and considerations for responsive web design.
- Implement existing branding and develop new, consistent style guides.
- Strategize procedures for website redesign processes with goals to implement Agile design methods.
- Communicate and collaborate on redesign strategies with management.

Freelance Designer, Self-Employed Katfont Designs

September 2008 – Present

- Work with clients to support their print, digital, and web design needs. Research and propose solutions for projects.

Senior Graphic Designer

California Lighting Technology Center, UC Davis (Previously Graphic Designer and Assistant Editor)

September 2008 – June 2016

- Managed and produced CLTC's print, digital, and photographic materials.
- Conducted and managed major redesign of the CLTC website, updating content management system to a Drupal platform. Developed new site architecture, content taxonomy, wireframes and prototypes. Collaborated with campus web developers to implement redesign. Improved overall brand consistency of the CLTC website.
- Generated monthly reports from web analytics and campaigns, determining potential outlets to promote CLTC mission.
- Worked with CLTC directors, staff, and industry partners to develop graphics, publications, technical reports, and training materials.
- Supervised student assistants, providing instruction on department projects, training in design and web tools, and professional mentoring.
- Wrote, edited, proofread, and published content for CLTC website (articles, projects, publications, and events), press releases, and e-newsletter campaigns.