Cat Buntrock, *designer & developer*

Visual Design, Front-end Development, UI Design, UX Development, Product Design, Brand Design

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I create meaningful design solutions and experiences for brands and audiences. Throughout my experience in the creative landscape, I have led teams to positive outcomes combining my skills in visual design, branding, web development, user experience and product design. Driven and detail-oriented with strong conceptual and visual design skills.

WORK EXPERIENCE

Frontend Designer & Developer, Meta   *2021-2024*
- Design new user-facing web features for internal wiki system and microsites.
- Execute on all phases of the design process—from wireframing and designing brand visuals to completing engineering handoff. Ensuring technical feasibility of UI/UX designs, using highly efficient user-flows and mockups.
- Developed modular and reusable code structures for templates, leading to a 30% reduction in development time and enhancing scalability, resulting in a more streamlined and adaptable project workflow.
- Work cross-functionally with multiple steak holders, lead projects and communicate effectively and efficiently, ensuring deliverables are understood and milestones are met. Ability to handle multiple projects in fast-paced environment.

Growth Designer, Adobe   *2020*
- Storytelling through brand and product lenses using creative design tactics, including animation and illustration.
- Create an experience through a number of touch points across the customer journey to achieve different goals.
- Actively identify and drive growth outcomes using system-wide design thinking and design solutions from interaction flow to user interface.

Senior Visual Designer & Developer, StyleSeat   *2018 - Dec 2019*
- Led the overall design vision, producing high-quality visual designs for product and marketing, from concept to launch.
- Designed and built custom landing pages and dynamic HTML emails, developing creative assets that simplified complex messages, increasing site visits by 35% with improved email marketing strategy.
- Collaborate with Product, Marketing and Engineering teams with strategy, user flows, design system, and brand identity.
- Created user interfaces, interaction flows, wireframes, visual mockups, and user stories, and evolve visual design guidelines.

Web & Brand Designer, Gymboree Group   *Contract 2018*
- Rebrand and development of design patterns and style guidelines for Janie & Jack brand.
- Execute the visual design for brand assets across website, emails, social media, banner ads, print collateral & landing pages. Implemented site flips and product line updates for all e-commerce site, ensuring cohesive quality user experience.
- Transition to mobile-first responsive design drove site traffic and sales 42%.

Web Developer, Gap Inc   *2016 - 2017*
- Develop and maintain HTML/CSS/JSON/JS for existing and new web pages, incorporating visual design into functional web pages while ensuring quality, responsive, well-tested code.
- Created display banner animations and was responsible for bringing storyboard to life with custom design & code.
- Developed new web layouts that improved user experience and reduced bounce rate by 28%.

Brand Designer, UI Designer, Web Developer, Freelance   *2014 - Ongoing*
- Build custom web sites that meet specific business objectives/client needs - Responsible for all stages of creative process.
- Over 50 projects for more than 30 clients.

EDUCATION

San Francisco State University, B.A. Business Communications| 2012
Sessions College of Professional Design, Certificate of Professional Web Design & Development | 2013

SKILLS & SOFTWARE

Branding, Design Systems, UI UX Design, User Flows, Product Strategy & Vision, Style Guides and Pattern Libraries, Reusable Code Libraries, Wireframing, Storyboarding, Information Architecture, User Research, User-Centered Design, Problem Solving, Email Marketing & Development, Typography, Ad Production, Web Content Management, Web Production Tools, Front-end Frameworks, JS libraries - efficient with HTML, CSS, JS, Angular, and various animation frameworks. Adobe Creative Suite, Sketch, Figma, InVision, Craft, DSM, Sailthru, Litmus

AWARDS & RECOGNITIONS: mindsparklemag - Site of the Day, Medium - Hybrid Designer, featured designer