

KATHERINE LABONTÉ

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570 Kimball Ave, Yonkers, NY, 10704

EDUCATION

Master of Business Administration: Business Strategy, Johns Hopkins University Carey Business School Mar 2014
Master of Arts: Design Leadership, Maryland Institute College of Art (M.I.C.A.) Mar 2014
Bachelor of Arts: Economics, Sarah Lawrence College May 2010

EXPERIENCE

Care Coordinator

Dovetail Health, Mid-Atlantic Region Jan 2014 - Present
Engaging, effectively communicating and educating 6,741 elderly patients on current and future medication options with a 94% engagement rate. Documenting interviews in multiple systems and ensuring accurate and timely information. Participating in account team meetings to review and assess program effectiveness

User Experience Consultant

Protenus, Baltimore Jan 2014 - Present
Overhauled product naming and branding, developed 100% of imagery guide and brand book to facilitate communication between 3 remote teams resulting in web site, product UX and UI development to high company standards. Developed 100% of initial prototypes for C.L.A.R.A. Project which earned \$110,000 in venture capital.

Consumer Insights Researcher

Aegle, Mid-Atlantic Region Jan 2014 - May 2014
Managed and conducted 100% of surveys and personal interviews to develop 500 consumer insights and made recommendations toward positioning product and resonating with potential market tribes.

User Experience Design Consultant

DreamIt Ventures, Baltimore, MD Jan 2014 - May 2014
Overhauled 100% of 5 user experience projects which proceeded to earn \$500,000 in venture capital. Led design team of 3 and collaborated with engineering teams to benefit from cross-pollinations of ideas. Products included adaptive checklists, work flow management software, patient recovery games and ecommerce tools.

Assistant Manager

MICA Printmaking Department, Baltimore, MD Sep 2011 - May 2014
Standardized project pricing and order flow procedures reducing transaction times by 75% and increasing annual revenue by \$2,500. Communicated with Printmaking department about deadlines, inventory and resource limitations. Trained and led 3 printer technicians.

Consumer Insights Consultant

Gensler, Baltimore Jan 2014 - Mar 2014
Managed and conducted 100% of user research to test project traction, build stakeholder interest and find the common denominator of unmet user needs. Made recommendations toward project positioning, forecasting and realization.

Consumer Insights Consultant

DAP Products Innovation Labs, Baltimore Nov 2013 - Jan 2014
Managed consumer insight investigation, and conducted interviews resulting in 400 consumer insights and recommendations for tone, how-to content, alternative uses and future products.

Project Manager

Atrix Design, Mid-Atlantic Region Jan 2011 - Oct 2012
Managed 100% of 6 projects and increased revenue by \$23,500. Built and led team of up to 5 staff to build environments that were pleasant to work in, build community and communicated branding and organizational values.

Visual Thinking Teaching Assistant

MICA Foundations Department, Baltimore, MD Sep 2011- May 2012
Teaching *Elements of Visual Thinking* curriculum included color theory, art history, heuristics, semiotics, and best practices. Mentored students and helped them to develop concepts through peer review and critical thinking.

Historical Interpreter

Nantucket Historical Society, Nantucket, MA May 2001- Sep 2006
Presented walking tours of 3 historic sites to groups of 15-20 people up to 8-12 times a day. Engaged audiences of various ages and levels of expertise.

INNOVATION & DESIGN SKILLS

Design Skills: *Adobe Creative Suite CS6 (Photoshop, Illustrator, InDesign), Web Prototyping, Wire Framing, Final Cut Pro, SketchUp, SPSS Statistics, Web Analytics.*

Specialized Skills: *Design Thinking, Consumer Insight, User Engagement, Human Centered Design, Interdisciplinary Collaboration, Visual Communication, Storyboarding, Presentations, Prototyping and Wireframing.*