



# Kate Mashek

## Communication + Experience Design

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### Education

**Carnegie Mellon University**  
BFA, Communication Design  
Pittsburgh, Pennsylvania

**Grafik Fachklasse Sankt Gallen**  
CMU-sponsored Exchange  
Sankt Gallen, Switzerland

### Skills

Persona Creation  
Scenario Mapping  
Contextual Inquiry  
HTML + CSS  
User Testing  
Wireframing  
Storytelling  
Prototyping  
Illustration

### Tools

Creative Suite  
AfterEffects  
Keynote  
Invision  
Sketch  
Git

### Experience

#### Software Product Designer | July 2014 to March 2016

IBM Design Core Practices Team | IBM

Design experiences and visual systems to support teams and advance IBM design initiative: to align IBMers and scale user-centered thinking and product development. Led the design of a flexible type and spacing system for IBM Design Thinking site and future [ibm.com/design](http://ibm.com/design) properties to streamline future content creation. Researched and led update to studio wayfinding system, contributed to the IBM Design Language site, and conducted research at the request of the Chairman.

#### Experience Designer | December 2015 to present

Marie Antoinette's Gluten-Free Bake Shoppe

Development of an omni-channel experience to allow this bakery to grow and scale without compromising quality. Responsible for elevating the master brand, and updating consumer shopping, vendor ordering, and administrator experiences.

#### Research Assistant | January 2014 to May 2014

Human Computer Interaction Institute | CMU

Crafted and conducted the research protocol, which included think alouds and mental model sketching with non-technical participants, to inform and frame research of users' perceptions and habits around online privacy and safety. Research findings have implications for the design of new interfaces and interaction techniques for controlling personal information online and informing larger policy. Final report published at Carnegie Mellon University and study recently received funding from the National Science Foundation.

#### Web Design Intern | June 2013 to August 2013

American Eagle Outfitters

Created cohesive experience from brand and product discovery to purchase through close collaboration with Development and Social Media Teams. Preserved of brand integrity on website and blog, including section images, fit and look guides, promotions, and emails.