



# KATE JIE YU

VISUAL DESIGNER / WEB DEVELOPER

## [ WORK EXPERIENCE ]

### Sage Intacct / Web Designer & Developer

San Jose, CA / Feb 2018 - Present

As a web designer at Sage Intacct, I designed a user-friendly main navigation system. My tasks include capturing the requirements, providing feedback, and creating/maintaining assets for different marketing teams in the company. The assets include icon sets, branding book guidelines, design templates, presentations, infographics, digital ads, product demo videos, web pages, and layouts. The new webinar pages I designed and implemented resulted in a 400% increase in web traffic in 2 months.

As a web developer, I build web pages, such as product pages, industry pages, corporation pages, and webinar pages using CSS and Javascript. Also, I debug and fix the company website issues while maintaining compatibility with Chrome and Firefox browsers.

### Academy of Art University / Work Scholar

San Francisco, CA / Oct 2016 - Nov 2016

Created event flyers, announcements and maintained the display walls with my various design work per the requests from the department director, academic administrator, and the staff.

### SETI Institute / Web & Interactive Graphic Designer

Mountain View, CA / Nov 2015 - Feb 2018

Worked closely with the science teams to create their websites and marketing assets like banners, booklets, badges, event logos, certificates, and campaign emails. I also worked with the technical staff to build an educational website to teach science to students, teachers, and professionals. Created and edited event videos to be published on social media.

### University of East-West Medicine / Web & Graphic Designer

Sunnyvale, CA / Aug 2015 - Nov 2015

As a graphic designer, I created printed flyers and posters for admission information. I also built web pages to incorporate English, Chinese, and Korean versions to target international audiences.

### Kate Studio / Freelance Designer

San Jose, CA / Mar 2014 - Present

I started my studio in 2014 to help people develop their graphics and websites because I love design work. My work includes restaurant menus, website design and programming, posters, flyer design, and video shooting and editing. My clients include Sentec (Taiwan), Shiba Sushi (Mountain View), Chong Hwa Saint Tao Yuan (Mountain View), and Huiguang Temple (Cupertino). From the end of May 2020, I start helping Caerus (a startup) project **Refer Me Job** on product design, website design, branding, and marketing design.

## [ EDUCATION ]

### Academy of Art University / Web Design & New Media ( Master of Fine Arts )

San Francisco, CA / Sep 2016 - May 2018

### Foothill College / Graphic & Interactive Design ( Associate degree of Design )

Los Altos Hills, CA / Jun 2012 - May 2016

### Hannam University / Business & Management ( Bachelor of Business )

Deajeon, South Korea / Sep 2006 - Jun 2009

### Hefei University / Computer Science ( Associate degree of Science )

Hefei, China / Sep 2003 - Jun 2006

## [ CONTACT ]

katejieyudesign.com

650.646.8495

katejieyu@gmail.com

## [ SOCIAL ]

linkedin.com/in/katejy

behance.net/katejieyub592

## [ SKILLS ]

Responsive Design

Interactive Design

User Experience Design

Prototyping / Mockup

Motion Graphic

A/B Testing

Wireframing

Illustration

User Testing

HTML / CSS / JS

## [ TOOLS ]

Figma / Sketch / XD

InVision / Principle

Acquia / MAMP

Balsamiq

After Effects

Photoshop

Illustrator

InDesign

## [ INTERESTS ]

Exhibitions

Hand crafting

Marketing

Photography

Technology

Traveling