

# Katie Koch

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314-608-1235

## Education & Honors

### Master of Fine Arts in Interaction Design

*School of Visual Arts*  
May 2011

- 2011 recipient of The Paula Rhodes Memorial Award for Master's degree candidates, whose work is deemed exceptional by their chair and faculty
- Thesis work focuses on promoting creative, community-driven professional development for K-12 teachers

### Bachelor of Fine Arts, major in Visual Communications

*Washington University in St. Louis*  
May 2006, *Magna Cum Laude*

- 2006 recipient of the College of Art Service Award for Community Efforts

## Professional Affiliations

- AIGA member since 2004
- Interaction Design Association member since 2008

## Skills & Methods

Versed in a range of methods to research, analyze and communicate ideas

Interviewing	Concept mapping
Ethnography	Site maps
Content audit	Wireframes
Personas	Annotations
Task analysis	User stories

### Prototyping Toolkit

Adobe Creative Suite 5  
CSS & HTML  
ActionScript 3, JavaScript & PHP (familiar)  
WordPress & Expression Engine  
Motion graphics software  
Email campaign web applications  
Paper, X-ACTO knife

## Professional Experience

### Freelance Designer & Consultant at pixelkated

*May 2009 – present*

- Act as a strategic partner for non-profit, start-up and small business clients focusing on web, graphic and interaction design outcomes as they relate to business objectives
- Conduct user research, facilitate discovery sessions, and create clear, communicative content strategy, information architecture and interaction design deliverables
- Recruit and manage freelance design and development contractors
- Clients: The Museum of Modern Art, The Cooper Union, Noodle Education, The New Agenda

### Part-Time Faculty at Parsons The New School for Design

*August 2011 – present*

- Design and teach curriculum for a sophomore-level Core Interaction studio class
- Coordinate with my lab co-teacher to create complementary technology curriculum

### Co-Founder, Designer & Teacher at Project: Interaction

*September 2009 – present*

- In a partnership; research, design and teach curriculum for a high school level 10 week after school interaction design course in New York City
- Create and curate original content for the blog, including interviews and 800–1000 word storytelling pieces
- Strategically develop and maintain relationships with members of the design and education communities
- Crafted a successful fundraising campaign, earning over \$8,000 during thirty days on Kickstarter, while increasing blog traffic and social media followers by a factor of seven
- Developed a not-for-profit business venture, including strategy, communications, fundraising, marketing and web design

### Research & Analysis Associate at Adaptive Path

*June – August 2010 (Austin, Texas)*

- Part of a three person team synthesizing research from twenty-five stakeholder interviews
- Communicated findings in written and oral presentations
- Work focused on knowledge management practices and the multi-channel impact of iPhone and iPad apps

### Lead Interactive Designer at Something Digital

*June 2007 – May 2009*

- Designed and developed interactive projects with an emphasis on usability; worked in concept, design and production phases
- Coordinated with programmers to ensure successful and efficient implementation of designs
- Led the design team's professional development by finding and sharing knowledge through educational resources and workshops
- Clients: The Partnership at Drugfree.org, Association for a Better New York

### Web Designer at CIO Services

*June 2006 – May 2007*

- Created original designs for interactive projects with accompanying identity and branding work, produced all internal branded materials, served as main contact for development and presentation of new design projects
- Constructed html sites and coordinated functionality components with web developers
- Average project complexity increased from 8–10 page websites to 30–40 pages during my tenure.

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## Design Workshops & Instruction

### Workshop Leader at The Cooper-Hewitt, National Design Museum

*January 2011 – present, New York City*

- Lead Interaction Design instruction as part of the Teen Design Program, teaching a series of workshops in one- and ten-session segments

### Workshop Facilitator and Advisor for “NYC Students Imagine the 2050 Classroom” at Parsons, The New School for Design

*October 2011, New York City*

- Led 5th grade and high school students through a design process to re-imagine education in preparation for student panel at Mobility Shifts, an International Future of Learning Summit

### Teaching Fellow at Taliesin

*June 2011, Spring Green, WI*

Joint Collaboration between Public Workshop and Chicago Architecture Foundation

- Co-taught a group of six students during an eight day immersive architecture class

## Presentations

### “New Methods: Framing an Interaction Design Class to Play a Complementary Role in Core Curriculum”

*Presenter, November 2011*

International Conference on Interaction Design, Hong Kong, Hong Kong

### “Networked Education”

*Panelist, October 2011*

Pivot: AIGA Design Conference, Phoenix, AZ

### “Emerging Design Collaborations”

*Panelist, October 2011*

Design in Action 2011, Philadelphia, PA

### “Invent Design Change”

*Seminar Presentation, February 2011*

EdLab at Teachers College, Columbia University

### “The Digital Classroom”

*Workshop Leader, March 2011*

Yale Education Leadership Conference

### “Invent Design Change”

*Event at Re:Form School, October 2010*

Hosted a co-creation event to visually define the words “Invent Design Change” as part of Project: Interaction’s fundraising campaign