

KATHERINE PRADT

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INFORMATION ARCHITECT AND USER EXPERIENCE DESIGNER

Lifelong passion for technology plus background in print and digital publishing has molded my commitment to making content usable, accessible, and beautiful via web and mobile.
Focused on creating intuitive interfaces tailored to the users and uses they serve.

RECENT WORK EXPERIENCE

EDITORIAL

Sports Illustrated and **Sports Illustrated Kids** (March 2000 to March 2007; November 2010 to December 2016). Daily responsibilities included editing text for grammar, readability, style, organization; managing files through complex editorial and design workflow to print and digital platforms; coordinating input of editors and reporters.

Managed technology and information for department. Improved staff productivity by coaching team on best use of computer resources. Regularly found or created tools to simplify workflows, informed coworkers of improvements in conventions and techniques.

Coordinated confidential, high-profile stories. Attention to detail, swiftness, and diplomacy contributed to retention of sought-after writers and accuracy of breaking news and major revenue-generating stories.

Took responsibility for special projects/new products such as time-sensitive commemorative issues, book projects, experimental magazine sections, and branded content.

TEACHING

College of New Rochelle (February 2008 to September 2010), adjunct instructor. Taught English literature, humanities, poetry writing, and basic writing and grammar.

CLIENT PROJECTS IN IA/UX

Information architecture and user experience design in collaboration with city housing nonprofits for mobile information app and desktop site NYCHousing411. Designed functional and accessible interface for complex collection of information; prototyped design with HTML and CSS.

Designed and prototyped web/mobile oral archive, Staten Island Arts Folk Life. Created icon-based interface for multimedia collection with multilingual user base; built functioning site prototype for grant presentation in Drupal.

IA analysis and reorganizational recommendations for artists' barter network OurGoods.org. Catalogued and organized all site information, all available and desired user actions; plotted multiple use cases, personas, workflows; applied usability heuristics.

Please see www.katherinepradt.com for additional work samples and portfolio.

ADDITIONAL SKILLS

Software & coding competencies include Adobe InDesign, Photoshop, Illustrator, Flash; Omnigraffle; Sketch; Final Cut Pro, Motion; content management systems (Drupal, WordPress, Omeka) as well as PHP, MySQL; HTML, CSS, JavaScript, Python

Synthesizing information and ideas and expressing them cogently

Writing any kind of content clearly and rapidly, targeted to specific audiences

Putting toothpaste back in a tube (Really. I've done it)

EDUCATION

MLIS, **Pratt Institute**, New York, New York. Degree granted with distinction; awarded Excellence in Academic Achievement by faculty.

MFA (writing), **Sarah Lawrence College**, Bronxville, New York. Completed double thesis.

BA, **Yale University**, New Haven, Connecticut. Graduated magna cum laude with distinction in the major of English.