

# CATHERINE GELLATLY

## EXPERIENCE DESIGNER

### CONTACT

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### SKILLS

#### Thinking

Experience Strategy  
Service design  
Product design  
Concept development

#### Doing

Journey mapping  
Wireframing  
Interaction design  
Prototyping  
Visual design  
Design systems

### TOOLS

Pen and paper  
Adobe creative suite  
Sketch/Figma/XD  
Keynote/Google Slides  
Invision  
Cinema 4D  
Final Cut Pro  
Unity  
ChatFuel  
Confluence

### GOALS

- I practice yoga 3 times per week starting January 2020
- I attend an artist residency Summer 2022
- I race in a 50k trail race by 2025

### EDUCATION

- ▶ **VCU Brandcenter | May 2020**  
MS Business, Experience Design Track
- ▶ **VCU Arts | May 2013**  
BFA Craft and Material Studies, Art History and Italian minors  
Summa Cum Laude & University Honors

### WORK

- ▶ **Code and Theory NY, September 2020 - Present, Summer 2019**  
**Junior Experience Strategist, Experience Strategy Intern**
  - Create page strategy, user flows and wireframes to pass off to visual designers
  - Help facilitate client workshops
  - Create documentation and annotations
  - Research and performed current state audits
- ▶ **Sylvain Labs, March 2020 - June 2020**  
**Design Fellow**
  - Created wireframes and subsequent screens to illustrate strategic concepts and brand territories.
  - Generated innovative concepts for potential products within existing brands.
- ▶ **Lululemon, 2013 - July 2020**  
**Store Inventory Lead/Key Leader/Educator**
  - Created systems that contributed to a 35% increase in sales during the 2017-18 holiday season
  - Hired, trained, and managed a back of house and inventory operations team
  - Led a visual merchandising team and created seasonal window displays
- ▶ **Wilson High School Rowing, 2015 - 2018**  
**Men's Varsity Assistant Coach**
  - I was part of a coaching staff that tripled the team size and re-established Wilson as a winning team in the DC area.

### AWARDS

- ▶ The Richmond Show, 2019  
GRTC App re-design
- ▶ Brand Experiences Cause Project  
Southwest Virginia Tourism: Appalachiacana