

Katrina Neumann

Professional summary

Experienced Senior Designer skilled in creative problem-solving and executing strategic plans for notable clients like Twitter, Starbucks, and Pfizer. Proficient in designing concepts across various media, specializing in digital platforms. Co-founder of Rivet, leading UX/UI product design and development, with recognition from prestigious institutions. Also served as Communications & Graphic Design Manager at Abrons Arts Center, overseeing diverse design projects. Extensive freelance experience and leadership roles in related fields.

Work experience

2021-2024

SENIOR DESIGNER AT SYPARTNERS

New York, NY

Clients: Twitter, Starbucks, Pfizer, United Healthcare Group, Walgreens Boots Alliance, Point32Health, JP Morgan And Chase, G.E. Aerospace, Salama bint Hamdan Al Nahyan Foundation (UAE), AARP Foundation, The Aspen Institute, XQ, and more

Design Strategy: Creative-problem solving by balancing broad solutions with time and finance constraints—and the capacity to educate on findings and best practices; Executes vision & planning by bringing creative and strategic plans to life. Devising schedules, deadlines, assignments, and contingency plans to obtain the best possible outcomes while working on the project, staffing, and budget parameters.; Collaborates with designers and strategists to create deliverables.

Visual Design: Designs concepts and deliverables in a variety of media, including but not limited to digital (e.g., decks, websites, apps, digital platforms, site maps, wireframes).

2016-2021

CO-FOUNDER & PRODUCT DESIGNER AT RIVET

New York, NY

Lead UX/UI product design, product development; focus group research; high-fidelity wireframes using Sketch and Adobe XD; Growing platform of over 1,200 organizations and 19,000 creatives; Collaborated with dynamic team of developers, partnerships, and fundraising; Advised organizations on business practices and raising their ethical standards; Produced educational workshops, pitch decks, and public conferences to help artists find and apply to opportunities and funding; Recognition from institutions such as The New Museum and Kate Spade & Company Foundation.

2018-2019

COMMUNICATIONS & GRAPHIC DESIGN MANAGER AT ABRONS ARTS CENTER

New York, NY

Lead designer of visitor experience, theatrical performance, education, program, institutional departments and material requests. Created written and multimedia content targeted toward specific social platforms and audiences & ensured consistent messaging, Online and in Print Advertising, KPI Analysis, ESP (Constant Contact/Mailchimp), Social Media

OLDER RELATED ROLES

2013-Current: Freelance designer in New York

2014-2019: Creative Director and communications manager at Kent Fine Art, New York

2013-2016: Founder at Rate My Artist Residency in Berlin and New York

2007-2009: Design and communications manger at Abby M. Taylor Fine Art, Greenwich

Contact

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[LinkedIn profile](#)

[Portfolio](#)

Skills

VISUAL & UI DESIGN

Sketch, Figma, Miro, Google Suites, Adobe CCSuities, Accessibility, E-Commerce, Motion Design with After Effects, Style Guides & Branding, UI Systems, Responsive Design Systems, Readymag, Squarespace, Wix, Multi-Platform Responsive Design, A/V, Final Cut and Film Editing

UX DESIGN

Usability testing, User interviews, Competitive Analysis, Information Architecture, Storyboarding, User Journeys, Surveys, Observations, Focus Groups, A/B Testing Population Sampling, Usability Testing

BUSINESS STRATEGY

Business management and oversight, business advisement, investment management, team management, pitch decks, storytelling, innovation strategies, and analytics, and sales

SPEAKING & WORKSHOP FACILITATION

Moore College of Art, Parsons School of Design, Pratt, The New School at SVA, Tisch School of the Arts at NYU, Savannah College of Art and Design, and CUNY Lehman College

Education

Certificate, 2021

Harvard Business School
MBA CORE

MFA, 2012

SMFA at Tufts University

BFA, 2008

SUNY Purchase College