

# katarina

Hi, I m **Katarina Loughlin** and I am an **visual designer** who focuses on **clean design** that allows the most information to be delivered to the user with the **least amount of obstacles**.

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## EDUCATION

**Rochester Institute of Technology** *Rochester, NY*

**New Media Design & Imaging, BFA expected May 2010, GPA 3.4, PFOS GPA 3.6**

Minor in Business Administration & Management, concentration in Communication

**Chroma** *Fall 2009*

The goal of this project is to educate the user about color psychology using interior design. Several rooms of an apartment were modeled and used to demonstrate the different ideas and sample color schemes. The user is able to select colors for different elements within the room.

**Write It In Frosting** *Fall 2009*

A light hearted social website that asked the user for their last words and received thoughtful and funny responses. To reach out and touch the RIT community, all of the phrases were printed out and distributed with decorative cupcakes.

**Mixology** *Winter 2009*

A demonstration of an interactive data visualization of cocktail and drink mixology. The user is able to select mixers and ingredients that they might have in their home bars and the visualization displays all the drinks that can be made using only the selected ingredients.

**Designer at RIT** *Rochester, NY*

April 2010-Current

Working on the design, interaction, and information architecture of an academic social media site for hard of hearing and deaf university students.

**Designer at RIT Finance & Administration Department** *Rochester, NY*

Feb 2010-Current

Working as a brand new employee on small print design projects for the RIT Finance & Administration department.

**Web Designer at CT Integration Systems** *Rochester, NY*

Fall 2007-Fall 2008

Served as the designer for static HTML experiences. Understanding each individual goal and

## SKILLS

**Programs:** Photoshop, Flash, Illustrator, Dreamweaver, Cinema4D, AfterEffects

**Technical Skills:** HTML/CSS, Familiarity with AS3, PHP, MySQL, Processing

**Other:** Familiarity with business concepts in marketing, organizational behavior, and management

**Dean's List** *Fall 2007-Current*

**Computer Science House Member** *Fall 2005- Current*

**New Media Club Member** *Fall 2007- Current*

Current Web Master

**Winner of RIT48, create a web start up & prototype in 48 hours** *March 2010*

We had 48 hours to design a prototype and write a business plan. I was the only designer on a team of 5 for this unique competition. We created AmplRoom, a web service that takes the guesswork out of finding a roommate. AmplRoom serves a dual purpose - it allows the user to find a roommate as well as a place to live.

## ACTIVITIES & AWARDS