

KATHRYN YORK

WRITER, DESIGNER, DIGITAL STORYTELLER

Newton, Massachusetts

CONTACT



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Portfolio:
<https://pages.stolaf.edu/york2/>

UX Portfolio:
<https://tinyurl.com/28xe2ske>

EDUCATION

Master's in UX Design

Maryland Institute College of Art
01/2023 – 05/2024

Researched, designed, and created:

- a **climate education app** for early childhood educators, parents, & caregivers
- a **time blocking app** that allows users to create breaks for self-improvement and recharging
- and a **"Porchfest" app** to help Somerville residents search for, discover, and support local musicians

Certificate in UX Design

TechLabs Berlin
10/2021 – 02/2022

- Launched app, Nearby, to connect communities with local social services
- Conducted user research through surveys and interviews, designed web interfaces in Figma based on user data, prioritized accessible, comprehensive, and relevant information architecture

Bachelor's in Environmental Studies, Minor in Media Studies

St. Olaf College
09/2015 – 01/2019

Activities: Study abroad in Iceland and Japan to film and produce environmental documentaries, XC and Track distance runner, Team Tibet Cultural Organization, Music Entertainment Committee

PROFILE

Hi, I'm Kathryn! I'm a writer, designer, digital storyteller and occasional environmental documentarian based in Cambridge, MA. With a Masters in UX Design & Research and 5+ years of nonprofit and museum experience, I'm also a professional at wearing many hats. Outside of work, I'm an avid runner, reader, recovering dancer, and aspirational roller blader.

WORK EXPERIENCE

Digital Content Manager

Boston Children's Museum, Boston, MA

05/2022 – Present

- Develop and deliver digital content and creative strategy — market research, ideation, design, content creation, social media management, and data analysis
- Project Manager and Executive Producer for video projects including a Climate Resiliency short film
- Optimize, design, and wire frame web pages using principles of UX writing and information architecture
- Produce and manage Museum podcast — research, booking, scripting, recording, sound editing, and marketing
- Design, edit, write, and craft messaging for internal and external communications, including the Museum's monthly internal newsletter and Power of Play Blog
- Lead and implement digital accessibility initiatives including podcast transcripts, alt-text, and video captions

Director of Marketing and Communications

11/2019 – 05/2022

Railyard Park Conservancy, Santa Fe, NM

- Led the annual fundraising campaign that surpassed campaign goals by 200%
- Designed educational activities including: Public Art Bike Maps, Design Your Own Park, and Garden For Climate Victory
- Launched digital experience, Explore Your Park, to communicate available public resources
- Managed website, social media channels, donor management software
- Developed engaging monthly newsletters, videos, graphics, and branded materials to increase community engagement by 50% year-over-year
- Hosted large community events: Safe Summer Fun, Teacher's Night Out, Urban Ecologies Exhibition, and Earth Day Online to further promote community engagement

Content Writer

04/2021 – 02/2022

LOKA Creative, Santa Fe, NM

- Craft clear, attractive copy, and engaging content with a distinct voice for clients spanning legal, state, and cybersecurity domains
- Employ SEO principles, publish blogs, and design newsletters that improved web traffic and social media engagement by 45%

Videographer & Video Editor

03/2019 – 11/2019

Watertown Cable Access, Watertown, MA

- Edited and shot B-roll for documentary videos, packaged news shorts on sports and community events, filmed and broadcasted town hall meetings live with multi-cam
- Created graphics in Adobe Photoshop & After Effects, broadcast graphics & lower thirds using LiveBoard