

# Shaina Catchings

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Portfolio: <https://shainacatchings.com/> • LinkedIn Profile: <https://www.linkedin.com/in/shaina-catchings>

## WORK EXPERIENCE

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### Dove Youth Development

Web Developer

October 2022 – Present

Atlanta, GA

Sustains a website for a non-profit organization in Puerto Plata, Dominican Republic to raise money for a youth development program that engages and inspires children to discover new ways of being and living through education.

- Created prototype designs and wireframes for the redesign of an 11-page website layout, based on materials gathered by the information architect, photography, and videography teams.
- Develops responsive and efficient user functionalities that ensure visitors enjoy a consistent experience, regardless of the device being used.
- Partners with the marketing committee to design and implement monthly and seasonal fundraising campaigns, achieving a 9% increase in donations compares to previous periods.

### Elon Healthcare Inclusive Pictures, Capstone

UX/UI Designer

November 2022 – November 2023

Elon, NC

Redesigned a WordPress website interface of an online photo library for healthcare education using the Agile method and user-centered design process.

- Established a new brand identity using design components and digital applications, including Adobe Creative Cloud, Bootstrap Icons, and the style guide of Elon University.
- Conceptualized user experiences strategies for 3 distinct audiences by utilizing personas, user journey maps, and wireframes, aimed at improving the interface's functionality to ensure user-friendliness.
- Formulated an 18-page usability testing report to evaluate the functionality and efficiency of the e-commerce platform, and analyze the task completion rate and user-friendliness of interface features, increasing user satisfaction and task completion rates by 3%.

### Division of Student Life, Elon University

Health Communications Graduate Student Assistant

September 2022 – May 2023

Elon, NC

Assisted with facilitating a transformational student experience that integrates in-and-out-of-class learning, promotes holistic development, and facilitates student engagement within their communities.

- Recognized opportunities for enhancement in health and wellbeing matters through weekly wellness reports submitted to the Associate Vice President, Dean of Students, and Student Life Communications Manager, resulting in a 13% increase in campus engagement in wellness programs over the year.
- Collaborated with stakeholder groups to create impactful communication strategies and promotional materials featuring prominent sponsors that addressed all 6 dimensions of wellbeing on a daily to monthly basis.
- Launched 2 Instagram accounts that boosted campus engagement by 5% using popular social media trends.

## EDUCATION

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### Elon University

Master of Arts in Interactive Media

August 2022 – May 2023

Elon, NC

### North Carolina Agricultural & Technical State University

Bachelor of Science in Graphic Communication Systems

August 2018 – May 2022

Greensboro, NC

## SKILLS AND SOFTWARE PROFICIENCIES

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Microsoft Office Suite (Word, Excel, PowerPoint) • HTML & CSS • JavaScript • WordPress • WIX • Figma • Qualtrics • User-Centered Design Process • Adobe Creative Cloud (Illustrator, Photoshop, XD) • Project Management • Organization • Teamwork