

KATHY ONEHA

 Designer/ Thinker/ Maker

CONTACT ME

An adaptive multidisciplinary visual designer. I am proficient in Digital Strategy, UX, and Branding Storytelling. I have a wide aperture of vision and skills that allow me to see the big picture and separate the details. Adept at navigating the dance between process and creativity. My broad experience, discerning eye, and undeniable work ethic contribute to any team.

kathyoneha.com
kathyonehauxdesigner@gmail.com
www.linkedin.com/in/kathy-oneha-2a86b18
206.498.3795

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

PUBLICIS (SEP 2019 - JAN 2021)

I provided visual strategy and design for several T-Mobile clients' products, including signature and experiential stores. I have navigated various channels digital, social, print, collateral, and out-of-home. Collaborated with partners of diverse teams of creatives, producers, developers, and account managers. Implemented planned, and presented strategies to stakeholders.

FREELANCE DESIGNER

POP (Mar 2019 - Aug 2019)

Collaborating in several agencies in town specialize in digital media. Integrate the latest standards in interactive design and trends. Relating brand storytelling in transitional work for T-Mobile to the new website. Built various collateral materials for amazon while at POP. I have worked in all stages of development and reported to varied stakeholders.

PRODUCTION DESIGNER

POSSIBLE (2018-Jan2019)

Digital production and wireframes for websites and relationship management design executions. Projects include IGH, Goal Keeper Gates Foundation, and Xbox.

SENIOR DESIGNER

PUBLICIS SEATTLE (2004-2018)

Skills include art direction, design, and layout concepts. Able to take project from concept to final execution. Work includes print, OOH, websites, digital banner ads, brand guidelines, television storyboards, packaging, custom 3D promotion builds, and presentations (digital and in-room). Brands include T-Mobile, Aflac, Visit Seattle, American Girl, Ball Park, Kraft Heinz, Eddie Bauer, and Chevy.

DESIGNER

THE SEATTLE TIMES (2004-1998)

As a designer, I created and developed new sales products—designed points of sale materials to support sales staff. Performed end to end delivery—project managed, designed, presented, and handed off deliverable to the vender.

EDUCATION

UX CERTIFICATION 2018

School of Visual Concept Seattle

BFA (GRAPHIC DESIGN)

University of Hawaii

SKILLS

VISUAL DESIGN

Art direction
Brand Guidelines
Digital Illustration
Logo/Brand
Infographic
Iconography
Photo Retouching
Typography
Package Design

UI DESIGN

Hi-fidelity mock-ups
Mobile/Web design
Responsive design
Style guides
Library Building Maintenance

UX DESIGN

A/B, Card Sort,
Affinity Diagramming
Interviews
IA (Information Architecture)
Persona development
Prototyping
Research
User testing
Wireframing

TOOLS

AEM
ADOBE SUITE
AFTER EFFECTS
ADOBE XD
AXURE
HTML 5/CSS
SKETCH
SUBLIME
WIX
ZEPLIN