

**Kathy Geisel** is a Multidisciplinary Designer with a background in Psychological and UX Research.

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## Experience

### Freelance

**Digital Product & Brand Designer** | NYC | April 2014 – Present

American Museum of Natural History: Developed user flows, prototype and visual design for a children's iPad game about Killer Snails.

SheTexted: Research + Design for a dating advice site and app for men. SheTexted is the companion site to HeTexted, which had over 1 million users.

Mamoun's Falafel: Logo redesign for the iconic falafel restaurant.

Laurent-Perrier Champagne: Design for social media assets.

Oatmeals Cafe: Website and packaging design.

Reincarnate: Designer for a video game about the food chain.

### Reserve

**UX Researcher** | NYC | Sept 2016 – April 2017

As the sole researcher at a rapidly growing startup, lead the research process from end to end - from recruitment, to conducting interviews, to analyzing and delivering insights in a compelling manner. Worked on B2B and consumer facing products. Lead on-site field studies to understand user needs and behaviors for product development and improvement. Conducted churn interviews and launched NPS surveys.

### General Assembly

**UX Researcher & Product Designer** | NYC | Oct 2014 – July 2016

Lead UX Research across a multitude of B2B and consumer facing digital products, as well as GA's educational products and programming. Trained teams across the company, empowering them to conduct their own research. Additionally, used research to inform Marketing and Brand Strategy initiatives.

### General Assembly

**Teacher's Assistant – Visual Design** | NYC | April 2015 – June 2015

Organized course material, facilitated exercises, lead critiques and supported students over the course of an 8 – week Visual Design part-time course.

**Center for Addiction, Personality & Emotion Research, University of Maryland**  
**Research Coordinator** | College Park | June 2010 – January 2012

Coordinated research for 3 major NIH studies on Smoking Cessation, Social Anxiety, and Depression & Smoking. Regularly conducted long-format interviews with study participants. Managed, trained, and supervised approximately 25 undergraduate research assistants.

**Child Development Lab, University of Maryland**

**Research Assistant** | College Park | Summers 2008 + 2009

Investigated how early social learning skills in infants predicted the future personality of adults. Analyzed and codified behavior of 5 month old infants to determine how quickly learning had occurred. Interviewed parents to determine early signs of personality development and learning problems in children.

## Education

### Shillington

NYC | Sept – Dec 2017

Intensive Graphic Design Program

### School of Visual Arts

NYC | 2013 – 2014

Courses in Branding, Typography, Lettering & Illustration

### Corcoran College of Art + Design

Washington DC | 2011 – 2012

Layout and Web Design

### Skidmore College

Saratoga Springs | 2006 – 2010

BA Psychology | 3.85 GPA – Summa Cum Laude

## Skills

Adobe Creative Suite

Sketch

Invision

Branding

UX / UI

Print Design

Package Design

Hand Lettering

Gifs

Brand Strategy

Storytelling & Presentation

Field Research

User Interviews

Ethnography

A/B Testing

Card Sorting

Usability Testing

## Research Publications

Journal of Anxiety Disorders | Mar 20, 2013

Influence of Social Stress on Risk-Taking Behavior in Adolescents