

CATHERINE BLAKE SMITH

WEB DESIGNER & PROJECT MANAGER

Project manager for website designs, working one-on-one with clients. I have seven years of experience in strategic planning, volunteer management, and collaborating on innovative, detail-driven interdisciplinary projects.

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WEB PROJECTS

- **NWTheatre** nwtheatre.org
Developed a Wordpress website dedicated to reviewing Seattle-area performance and art one-on-one with the client by creating wireframes, designing information architecture, and providing education and resources for the client to maintain the website independently.
- **Ready, Set, Transfer! (RST)** rst.seattlecolleges.edu
Coordinated RST site redesign—a nationally-funded program for academic transfer students—at the Seattle Colleges District level as project manager. Included selecting and editing photos and copyediting content about the academy and scholarship using Drupal8 CMS.
- **Mind Your Time App and Website** tinyurl.com/mindyourtime
Created a theoretical app design for “Mind Your Time,” a customized, data-driven, mobile tool to monitor freelancing, studying, and volunteering. *For “User Centered Web Design” class.*
- **Website Redesign for Seayoung Yim** seayoungyim.com
Redesigned a professional Wordpress site through a comprehensive client process for Seayoung Yim, an award-winning playwright and activist for social and racial justice.

PROFESSIONAL EXPERIENCE

- **Account Manager** September 2019 to Present
At eFelle creative, I work with a team of designers and developers to complete custom website design projects and implement ongoing marketing services for an array of clients.
- **Artistic Director** July 2016 to November 2019
Provide artistic leadership for a consensus-based democratic collective. Dramaturgically support and produce 25 world-premiere productions. Increased grant and individual donor fundraising by ~200% over 1.5 years. Reimagined season structure and selection process.
- **Production Manager** August 2012 to November 2018
Provided information, resources, and support while facilitating communications for directors, casts, and production teams with Annex Theatre staff, both in-person and online.

ARTISTIC EXPERIENCE

- **Curator** January 2015 to Present
Producer of Seattle’s longest-running variety show, Spin the Bottle, with Capitol Hill Art Walk, striving to achieve inclusion and equality in production and performance.
- **Director** January 2013 to Present
Responsible for leading rehearsals, design process, and dramaturgical development with emerging and established local playwrights of world-premiere plays, casts, and crews.
- **Graphic Designer** January 2016 to Present
Design and create assets for events, projects, and clients including printed and digital collateral, social media campaigns, logos, and online newsletters.

SKILLS

Project Management
Client Consultation
Copy Editing
Public Communications
Marketing Campaign Coordination
Social Media Management
UI Design
Wireframing
Graphic Design
Volunteer Coordination
Contextual Research
Event Planning

TOOLS

HTML5/Bootstrap
CSS/Sass
PHP
jQuery/JavaScript
MySQL
Google Apps
Apple iWork
Microsoft Office & 365
Wordpress
Wix
Drupal 8
Squarespace
Photoshop
Illustrator
InDesign

EDUCATION

Web Design Certificate
Seattle Central College
Dean’s List
B.A. Theatre Arts & History
Illinois Wesleyan University
magna cum laude