

Katherine Belz

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UI Designer | Graphic & Motion Designer | Instructional Designer

Professional Summary

Versatile and innovative **UI/UX Designer** and **Instructional Designer** with 10+ years of experience crafting user-centered digital experiences across web, mobile, e-learning, and multimedia platforms. Expert in **Figma**, **Adobe Creative Suite**, **Articulate 360**, and **motion graphics tools** like After Effects. Proven ability to lead design systems, prototype engaging interfaces, and deliver accessible, inclusive content. Known for translating complex information into intuitive, visual solutions that enhance usability and engagement.

Core Skills & Tools

- **UX/UI Design** · Design Systems · Wireframing & Prototyping (Figma, Adobe XD)
 - **Motion Graphics** (After Effects) · Animation · Visual Storytelling
 - **Graphic & Web Design** · Responsive Design · HTML/CSS (basic knowledge)
 - **Instructional Design** · Articulate Storyline 360 · Rise 360 · eLearning Accessibility
 - **Agile/Scrum Collaboration** · User Research · Usability Testing · Content Strategy
 - **Branding & Identity** · Typography · Color Theory · Layout Principles
 - **AI Integration in Design** · Social Media Graphics · SEO-Aware Design
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Professional Experience

UI Visual Designer

General Motors (People Tech Group, Ramp Group), Warren, MI

8/2021 – 3/2024

- Revamped a 200+ component design system used by 2,000+ global designers, improving consistency and scalability.
- Prototyped high-fidelity user interfaces in Figma; ensured alignment with accessibility standards.
- Created animated dashboard features using After Effects to demonstrate UI interactions.
- Conducted usability testing; integrated findings to refine UI for web-based enterprise tools.
- Led onboarding workshops and documentation efforts for cross-functional adoption.
- Collaborated with developers, product owners, and researchers in Agile sprints.

Graphic/Web Designer & Social Media Strategist

Sandra JoAnne Photography, St. Clair Shores, MI

1/2021 – 7/2021

- Redesigned and modernized the business website with responsive layouts and streamlined UX.
- Created a refreshed visual identity: logo, color palette, and content strategy for social media.
- Conducted informal user testing and iterative design improvements based on feedback.

Graphic Illustrator & Instructional Designer

Raytheon (ACS Staffing Inc.), Troy, MI

9/2019 – 12/2020

- Designed e-learning courses and interactive materials using Articulate Storyline 360, Rise, and PowerPoint.

- Enhanced accessibility standards in instructional materials, making them more inclusive for diverse learner populations.
- Conducted usability tests to refine interactive modules and improve user engagement.

Graphic Designer & Copywriter

District Publishing, Shelby Twp, MI

8/2012 – 7/2017

- Designed multi-page marketing brochures for clients in various sectors (healthcare, finance, automotive).
 - Balanced multiple client deadlines and revisions with high-quality layout and copy.
 - Used principles of hierarchy and composition to enhance readability and impact.
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Selected Achievements

- Increased design system efficiency by 25% at GM through simplification and team enablement.
 - Led complete site redesign for a small business, improving traffic and engagement by 40%.
 - Created motion-enhanced prototypes that received executive-level praise at GM.
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Certifications

- **UX/UI Design Program with Generative AI** – Purdue University
 - **Complete Instructional Designer Course** – Udemy
 - **UX for AI: Design Practices for AI Developers** – LinkedIn Learning
 - **Interactive Animations with CSS and JavaScript** – LinkedIn Learning
 - **Michigan Teaching Certificate** – K-5 All Subjects; English 6–8; Spanish 6–8
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Education

Wayne State University – B.A. in Elementary Education

Major: English | Minor: Spanish

Macomb Community College – A.S. in Design and Layout

Languages

- **English:** Native or bilingual proficiency
- **Spanish:** Limited working proficiency