



Kate Farina

Experience Design Lead
(Portfolio available upon request)

PROFILE

I collaborate with a team of technologists and visual and physical designers to concept, design, prototype and deliver unforgettable experiences.

CONTACT

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SKILLS

ADOBE XD
SKETCH
INVISION
ADOBE CREATIVE SUITE
ARDUINO
PROCESSING
USER TESTING
STAKEHOLDER INTERVIEWS
WORKSHOP FACILITATION
3D PRINTING
LASER CUTTING
FOAM CORE + EXACTO

HONORS

OCULUS LAUNCH PAD,
2016 Cohort
CLIENT IMPACT AWARD NOMINEE,
2016, Publicis.Sapient
ROOKIE OF THE YEAR NOMINEE,
2015, Publicis.Sapient

RECENT PROJECTS AT SECOND STORY

EXPERIENCE LEAD, MUSEUM RENEWAL PROJECT

2017-2020 | Interactive Permanent Exhibition

Complete renewal of the world's most-visited museum of the moving image.

XD scope includes:

- Re-imagining the entire visitor journey and BOH service design
- Concept, prototype and design for a proprietary interactive personal device
- Concept, design and wireframes for all digital and physical experiences and A/V installations

Currently under construction, collaborating with Australian client using 3D models and VR.

EXPERIENCE LEAD, TIMES SQUARE FLAGSHIP

2019-2020 | Immersive Branded Environment

Experience design and content strategy for exterior and interior store experiences, from epic scale to intimate human-scale touchpoints.

Service design thinking and strategy balancing entertainment and immersion with the need to drive sales.

EXPERIENCE DESIGN + FACILITATOR, MAKE SOME ROOM

2016 - 2017 | Workshop Design + Immersive Audio Experience

Commissioned by Publicis.Sapient (Second Story's parent company) to design a series of employee workshops tackling unconscious bias in the workplace.

Collaborated with a story designer to record unconscious bias stories from employees around the world.

Designed an immersive, highly emotional audio story that unfolded as workshop participants walked around their own office.

Prototyped on bespoke RFID hardware, now upgraded to Estimote beacons and iOS experience

Designed and prototyped UX/UI for iOS experience

Facilitated workshops with highest levels of leadership in London, Toronto, Boston, and Atlanta

Awards: Digiday Worklife Award

EXPERIENCE DESIGN + CREATIVE LEAD, COLONIAL WILLIAMSBURG EXPLORER

2016 | Mobile Experience

Strategy, workshops, concept, design, build, and delivery.

Collaborated with a visual designer and team of developers to create an experience that fit Colonial Williamsburg's decidedly non-digital brand, but addressed visitor's needs and expectations while visiting the attraction (wayfinding, ticketing, character tracking, reminders, and more).

Built in Xamarin, prototyped with InVision.

Awards: Smarties (Location-Based Services), Appy Awards (Mapping)

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, M.S., Digital Media

Thesis Project: Senior Citizens Can Build Gadgets: Physical Computing Kits for Lifelong Learning.
Presented at British HCI, 2015.

VASSAR COLLEGE, B.A., Film