

Kathleen (Kate) McDevitt

[katemcdevitt@
gmail.com](mailto:katemcdevitt@gmail.com)

Skills

Languages: HTML, CSS, Javascript, PHP, SQL, XML, Java, C/C++

Applications: GIT, SVN, FTP, Adobe Suite (PS, DW, XD), GIMP, custom-built CMS, WordPress, Weebly, Wix, relational databases (FileMaker, SQL), MS Office, Google Docs, Google Analytics, Hootsuite, Content management programs (Asana, Trello), Canva, Balsamiq, MailChimp, communication systems (Zoom, Skype, Chime, Teams, Messenger), cloud storage (Dropbox, ShareFile, OneDrive)

Additional: UI/UX, usability studies, website accessibility, project & resource management, Agile, electronic marketing, social media marketing, SEO, copy writing, copy editing

Summary

Website administrator and manager with 22+ years of experience in designing and developing user interfaces, creating and copy editing content, marketing on multiple platforms and social media channels, maintaining websites, examining analytics, and training staff in technology.

Work Experience

UX/UI Mentor (January 2021-present; part-time)

Thinkful, Online

- Mentor and support students in the UX/UI program

Social Media Coordinator (March 2021-present; part-time)

Unitarian Universalist Church of Lehigh Valley, Bethlehem, PA

- Update website, create and maintain social media presence

Director of Web Services & Systems Administrator (2012–2020)

Webmaster (2006–2012)

Association of Writers & Writing Programs (AWP), Riverdale Park, MD

- Updated website on the front-end and back-end including CMS and reporting; analyzed site and social media statistics; digitized archives; built new website functionality; maintained online store; oversaw overhaul and redesign of website; helped design digital apps; maintained in-house equipment, server, and databases; designed, coded, and sent marketing emails including newsletters; trained staff on technologies; maintained brand tone and style
- Managed department staff & budget; presented at board meetings
- Created social media accounts and strategies for multiple platforms; maintained accounts; created social media working group and served as Co-Social Media Response Director (2016–2019)
- Worked as Registration Help Desk Manager onsite at annual conference including creating and conducting staff trainings before each event (2010–2020)
- Wrote articles for the news and the blog; populated other content as needed
- Earned Acknowledgement of Extraordinary Contribution ratings in 2012, 2013, 2014, 2015

Vice President (2004–2008)

Appleton Healthcare LLC, Fairfax, VA

- Managed office; designed and maintained website; researched; created marketing materials
- Designed and maintained websites for partner companies CMC and COTEFECO; created and edited company newsletters

Office Automation Clerk/Intern (Summer 1999, Winter 2000, Summer 2000)

Demographic Surveys Division, US Census Bureau, Suitland, MD

- Designed, created, maintained intranet site; wrote webmaster manual; trained others in site upkeep and branding

References

Professional references are available on request.

A website design portfolio is available here:

katemmcdevitt.com

Volunteer Work Experience

Communications Volunteer (2020–present)

Accotink Unitarian Universalist Church, Burke, VA

- Regularly update website's public and private sections including events and announcements

Weekly Volunteer (2007–present; paused in 2020 due to pandemic)

Pohick Regional Library, Burke VA & Kings Park Community Library, Burke, VA

- Process various lists of books; check in book drop books; shelf read

Convention Planning Team Member (2009–2011)

BCinDC, Arlington, VA

- Planned the 2011 International BookCrossing Convention as part of a three-person team
- Designed and updated website for convention and local BookCrossing group (2009–present)

School Volunteer (2000–2003)

Association for Girls in Computing (AGC), Margaret Beeks Elementary School, Blacksburg, VA

- Worked with young girls to instruct and interest them in computers and technology
- Created and maintained an interactive, online community website for the club

Education

Coursera Specializations

- Content Strategy for Professionals, Northwestern, completed January 2021
- UI Design, University of Minnesota, completed January 2021
- UI/UX Design, CalArts, completed October 2020
- Agile Development, UVA, Darden School of Business, completed September 2020
- Digital Product Management, UVA, Darden School of Business, completed September 2020

Virginia Polytechnic Institute and State University (Virginia Tech)

Blacksburg, VA

- M.S. Computer Science, degree not completed: coursework completed; thesis defended successfully 2004
- B.S. Computer Science, degree earned May 2002
- Fields of Research: usability, digital libraries, online communities
- Thesis Project: Community-based translation system for an educational digital library
- Minors: Creative Writing, Mathematics

Additional Activities & Leadership Experience

- Moderator of Young at Heart Book Club at Pohick Library (2020–present)
- Assistant Organizer of DADA: the Northern VA Harry Potter Meetup Group (2009–present)
- Moderator of Pohick Writers' Roundtable Group at Pohick Library (2007–present)
- Co-Organizer of Carpe Futurum: Northern VA Chapter, Harry Potter Alliance (2010–2013)