

Kelly Warpechowski

Designer + Front End Developer

Contact Info

kellyruthw@gmail.com
414-732-4116

Technical Skills

- UX/UI Design
- Web Design + Dev
- Email Design + Dev
- WordPress Theme Dev
- Print Design
- Video Filming + Editing

Application Knowledge

- Sketch
- Adobe Creative Cloud
- InVision
- GitHub
- Jira/Trello/Kanban
- Google Analytics
- HubSpot
- Marketo
- Mailchimp
- Hotjar
- Terminal/CLI

Programming Knowledge

- HTML
- CSS3
- jQuery
- WordPress + PHP
- React
- Node.js

Industry Knowledge

- Entertainment
- Celebrity + Influencer
- Technology
- Digital Agency
- Editorial
- Healthcare

Education

Alverno College
B.A. Interactive Media Design
2008-2012

ATTN: (Contract)

Web/Mobile Designer + Front End Developer

November 2018 - February 2019
Los Angeles, CA

- Ideate and pitch interactive digital experiences that are cross-functional with production, sales, and audience teams
- Research media trends to stay up-to-date on design, functionality, and social channels
- Design + develop entertainment microsites for clients such as Amazon, Focus Features, ABC, and Redbox. The Redbox campaign received 30k+ conversions within 1 week.
- Design landing pages utilizing brand guidelines; develop templates with React.js on a headless Drupal CMS

K311Y

Freelance Designer + Front End Developer

June 2012 - Present
Los Angeles, CA

- Create hi-fidelity web/mobile mockups rapidly based upon wireframes, business requirements and style guide
- Use UX knowledge to develop custom responsive websites and email templates that are optimized for conversion and retention
- Work with brands to establish marketing tactics including Facebook marketing, Instagram ads, and creative engaging content

Featured Clients Include ATTN: • VidMob • Griddy • The Famous Group

Hawke Media

Creative Strategist

January 2018 - May 2018
Santa Monica, CA

- Collaborated with VP, Marketing to ideate and execute user acquisition strategies for inbound marketing campaigns
- Designed and developed WordPress landing pages to optimize conversion and lead generation utilizing HubSpot
- Designed and standardized the Hawke Media brand identity for marketing collateral

Comparably

Product + Marketing Designer

October 2017 - January 2018
Santa Monica, CA

- Worked with VP, Product and CEO to strategize new feature functionality for Comparably Premium
- Designed product features in Sketch, created InVision prototypes, and worked with Engineering to deliver assets within one-week sprints
- Updated brand's visual identity for UI elements, sales collateral, and social graphics
- Illustrated awards and infographics distributed on Entrepreneur, USA Today, Fast Company, Business Insider, and CNBC

Collide

January 2017 - August 2017

Creative Lead, Product + Marketing

Culver City, CA

- Strategized with VP, Product & Marketing to strategize core features that eliminated product gaps for iOS and Web
- Established product and marketing style guidelines, which introduced new UI elements and standardized typography, colors, and image treatments
- Wrote business requirements in GitHub wikis, and delivered InVision mockups
- Designed and developed a custom marketing WordPress theme from the ground-up that is unique, user-friendly, and responsive

TigerText

September 2015 - September 2016

Marketing Designer + Developer

Santa Monica, CA

- Strategized marketing campaigns targeted toward customer segments then created Marketo landing pages to generate organic leads
- Designed and developed WordPress landing pages and dynamic email templates to incorporate new emotional branding initiative
- Implemented style guide for marketing collateral, then designed and re-branded two eBooks, acquisition banners, and custom animations—led to website's record traffic

Digital Media Management

October 2014 - September 2014

Web Designer + Developer

Beverly Hills, CA

- Designed and developed editorial websites, splash pages, micro-sites, theatrical pages, and contests for celebrities and brands
- Optimized and re-designed four editorial websites for mobile, two of which receive 1,000,000+ views per month.
- Write basic SQL commands to gather sweepstakes user information from a MySQL database and deliver results on a daily basis
- Designed and developed editable email templates for editorial team to customize

Featured Clients Include *Lionsgate • Cindy Crawford • Ashley Tisdale • Skinnygirl • Elizabeth Banks*