Karen Philips

Web Designer

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Email	email@email.com		**Date / Place of birth**	1995/20/03 / New York
Nationality	USA		**Driving license**	Full

01 PROFILE

Energetic Web Designer with 3 years experience creating and maintaining functional, attractive, and responsive websites for travel companies. Clear understanding of modern technologies and best design practices. Experienced with WordPress and Drupal. Proven track record of raising UX scores and customer retention.

02 EMPLOYMENT HISTORY

01/2017 – 05/2018

Web Designer at Expedia Group
New York

Expedia Group is a global travel company with websites which are primarily travel fare aggregators. As the Web Designer, my core activities included:

- Planning site designs, functionality and navigation, along with audience funnels and data capture points.
- Building wireframes & prototypes which were then turned into functional and responsive digital products.
- Reviewing UX with multiple teams and making necessary edits to accommodate technical or business concerns. Raised UX scores by 38%.
- Handling all composition, color, illustration, typography, and branding for projects.

02/2016 – 12/2016

Web Designer at FarePortal
New York

FarePortal is a travel technology company where the flagship product CheapOair receives over 100 million visitors annually. As the Web Designer, my core activities included:

- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Providing expertise on industry standards, best practices, and proper coding techniques to achieve correct rendering in all email environments.
- Performing quality assurance and troubleshooting code rendering across multiple desktop and mobile devices. Improved customer retention by 17%.
- Creating landing pages using WordPress CMS.

03/2015 – 11/2015

Web Designer at The Points Guy
New York

The Points Guy is a site devoted to helping over 5 million monthly readers stay up to date on travel news. As the Web Designer, my core activities included:

- Creating homepage assets for both desktop & mobile experiences.
- Developing site content and graphics in partnership with writers and creative director. Spearheaded 4 projects simultaneously.
- Designing images, audio enhancements, icons, and banners.
- Presenting concepts and ideas consistent with company branding guidelines to the creative team.

03 EDUCATION

2014

Sterling College

New York

Bachelor's Degree in Interaction Design

- Excelled in UI/UX coursework.

04 SKILLS

WordPress, Drupal, Joomla	HTML5, CSS, JS, jQuery
Adobe Photoshop & Illustrator	Sketch
Time management	Deadline-driven
Effective communicator	Team player
Energetic and inventive	

05 COURSES

05/2016

Advanced User Interface Design at Udemy