

# Karen Philips

## Web Designer



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NATIONALITY	USA	DRIVING LICENSE	Full

### 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.

### Employment History

Jan 2017 – May 2018  
NEW YORK

#### Web Designer Expedia Group

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.

Feb 2016 – Dec 2016  
NEW YORK

#### Web Designer FarePortal

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.