

## Kelsey Kjeldsen

**Current Address:**  
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**Permanent Address:**  
33 Magoun road  
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### **EDUCATION**

**University of Miami, School of Communications**  
Masters of Fine Arts in Interactive Media

*Coral Gables, FL*  
*Class of 2016*

**Pennsylvania State University, Smeal College of Business**  
Bachelor of Science in Marketing, Media Studies Minor

*University Park, PA*  
*Class of 2013*

### **EXPERIENCE**

#### **Graduate Assistant**

*Interactive Media Department*

*Coral Gables, FL*  
*August 2014- Present*

- Contribute on design projects for the department of Interactive Media with wireframes of new websites/apps, Site Map creation, research, and creation of design assets
- Help conduct user test for apps, websites, and social impact games for faculty advisor
- Researched potential new areas for collaboration for community based projects

#### **Assistant Media Director**

*The Wodapalooza Inc.*

*South Miami, FL*  
*July 2015- Present*

- Help design and create The Wodapalooza fitness challenge website
- Assist in posting and creation for social media accounts
- Coordinate events and management of talent for fitness festival event and take care of any questions from athletes and sponsors throughout offseason
- In charge of content updating and upload for main website through website CMS

#### **Blue Fountain Media**

*Associate Information Architecture*

*Manhattan, NY*  
*July 2013- Present*

- Created prototypes, wireframes, user personas, and audits for responsive and non-responsive websites
- Responsible for working with project managers and web developers to design features and functionality that fit within project budgets
- Communicated directly with clients to ascertain project complexity and functionality and ensure that this is accurately depicted in the specification document
- Assess existing sites for structure and usability recommendations to help clients address their needs
- Collaborated with the design team to ensure wire-frames are accurate and consistent with the rest of the specification document

#### **MLB Advanced Media**

*Club Marketing Intern*

*Manhattan, NY*  
*June 2012-August 2012*

- Assembled and organized All Star Game balloting data into Excel spreadsheets on a daily basis
- Gathered all online All Star Game articles and social media mentions and created reports including all information and graphical data

### **SKILLS**

Proficient in Microsoft Office Word, Excel, PowerPoint, Adobe Photoshop, Adobe Illustrator, Axure RP 6.5, HTML, CSS