

# KAREN PHILIPS

WEB DESIGNER

## INFO

**Address** 9 Wall St, New York, 10005, USA

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## DATE / PLACE OF BIRTH

1995/20/03

New York

## DRIVING LICENSE

Full

## NATIONALITY

USA

## SKILLS

WordPress, Drupal, Joomla

HTML5, CSS, JS, jQuery

Adobe Photoshop & Illustrator

Sketch

Time management

Deadline-driven

Effective communicator

Team player

Energetic and inventive

## 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

### Web Designer, Expedia Group

New York

Jan 2017 – May 2018

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.

### Web Designer, FarePortal

New York

Feb 2016 – Dec 2016

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.

### Web Designer, The Points Guy

New York

Mar 2015 – Nov 2015

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.