

Chelsea Koontz

Design + Code + Branding + UX/UI + Photography + Digital Marketing

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Senior graphic designer creating high-impact marketing materials, brand identities, and intuitive, delightful user experiences both in print and on the web. Proven track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Known for planning and strategy, and seeking the most cost-effective and creative solutions suitable for all challenges.

Focus Areas

Brand Development

Content Management Systems

Copywriting

Creative Direction

HTML Email

Image Retouching and Restoration

Landing Pages

Marketing Automation

Portraiture and Studio Lighting

Responsive Front-end Web Design

Social Media Marketing

Traditional Print Collateral

User Experience

User Interface Design

Wireframing

Applications: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat), cPanel, Dropbox, Final Cut Pro, Google Analytics, Litmus, Microsoft Office Suite, Sketch

Programming: Bootstrap, CSS3, and HTML5 with a solid comprehension of Boolean, JavaScript, PHP

Content Management Systems: Drupal, Microsoft SharePoint, Sitecore, WordPress

Project Management: Basecamp, RoboHead by Aquent, Trello

Marketing Automation: Adobe Experience Manager, Campaign Monitor, MailChimp, Marketo, Oracle Eloqua, Salesforce Marketing Cloud (formerly Exact Target)

Professional Experience

Lead Creative Design Analyst

June 2017 and ongoing

Social Media Manager

HM Health Solutions, a subsidiary of Highmark Health ▪ Pittsburgh, Pennsylvania

- Leads and executes creative strategy for customer-facing marketing materials, including a tradeshow booth and conference collateral (website, HTML emails, form fills and registration, presentation templates, and all print media).
- Manages corporate social media accounts.
- Established efficient work processes and led effort to implement new project management tool.
- Created the organization's brand style guide.

Sr. Graphic Designer, Front-end Web Developer

December 2016 to May 2017

Fireman Creative ▪ Pittsburgh, Pennsylvania

- Led strategic thinking to ensure that simple and intuitive user experiences were designed and implemented; defined standards of usability and accessibility; empowered excellent, high-quality visual designs and front-end development; engaged with senior leadership, designers, and web developers to solve user and business problems using the principles of user-centered design.

Sr. Graphic Designer

June 2015 to December 2016

Direct Energy Business ▪ Pittsburgh, Pennsylvania

- Formed company's first in-house design team; implemented best practices in project management, user experience, process, and procedure; prepared team for continued growth and development.

Web Graphic Designer

May 2014 to June 2015

Polyconcept North America (PCNA) ▪ New Kensington, Pennsylvania

- Created websites, landing pages, microsites, HTML emails, and other web-based applications for five PCNA business units and also developed existing webpages, layouts, templates, and web parts for implementation on Microsoft SharePoint.
- Collaborated with team of graphic designers, web developers, project managers, and digital marketers to provide engaging promotional assets by ensuring a consistent and accessible user experience for distributors across multiple brands and websites.

Graphic and Web Designer, Office Manager

November 2010 to December 2013

ENTACT Environmental Services ▪ Latrobe, Pennsylvania

- Successfully led creative team re-design and re-brand efforts of company website and print collateral.
- Managed all creative and technical needs of Latrobe office location.

Graphic Designer, Product Developer

February 2009 to October 2010

ASC, Inc. ▪ Greensburg, Pennsylvania

- Created licensed concepts and designs of fine-art framed collectibles for several national brands, including Coca-Cola, the New York Times, the National Park Service, and the Smithsonian Institution.
- Worked on fast-paced production schedule with Sales and Marketing Directors to produce custom-designed themed, collectible art for Pittsburgh area businesses.
- Designed, maintained, and developed content for multiple websites.
- Created marketing graphics and copy for brochures, websites, and other collateral.

Studio Manager, Master Photographer

January 2007 to January 2009

The Picture People ▪ Altoona, Pennsylvania

- Assumed management position in a struggling portrait studio which had been experiencing slow sales and negative profitability as a result of poorly executed photography.
- Increased sales to expected goals and financial objectives in less than six months by streamlining all aspects of sales and operations of the studio; maintained sales growth through the following year.

Education

Bachelor of Fine Arts (BFA), Art & Design: Dual-focus in Graphic Design and Photography

Minors: Art History and Spanish

Frostburg State University ▪ Frostburg, Maryland

Volunteering

Graphic and Web Designer

She Runs SWPA ▪ Pittsburgh, Pennsylvania

sherunsswpa.com

Contributor

Operation Photo Rescue ▪ Nationwide

operationphotorescue.org

Creative Lead

All Kids Theater ▪ Irwin, Pennsylvania

allkidstheater.org

Marketing Designer

Girls Rock! Pittsburgh ▪ Pittsburgh, Pennsylvania

girlsrockpittsburgh.org