

# Chelsea Koontz

## Design, Code, Branding, UX/UI, Photography

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Senior Designer living and working in Pittsburgh with over 12 years of experience 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. Dedicated to planning and strategy; seeks the most cost-effective and creative solutions suitable for all challenges.

### Areas of Expertise

Automation & Templating  
Marketing Print Collateral  
Page Layout  
Wireframing/Design Comps

Responsive Front-end Web Design  
UX/UI Design  
A/B Testing & Google Analytics  
HTML Email

Content Management Systems  
DSLR Photography  
Portraiture & Studio Lighting  
Image Retouching & Restoration

**Applications:** Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat), Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Sketch, Final Cut Pro

**Operating Systems:** Microsoft Windows 7 Pro/10, Mac OS Yosemite/El Capitan/Sierra

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

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

**Project Management:** RoboHead by Aquent, Basecamp

**Marketing Automation:** Marketo, Eloqua by Oracle, Hubspot, MailChimp, Campaign Monitor

### Professional Experience

#### Freelance Creative

April 2005 and ongoing

Nerdy Deeds Design & Photo  
nerdydeeds.com  
Verona, Pennsylvania

- Past clients include: The New York Times Store, Trib Total Media, Valley School of Ligonier, ReDress, Venice Mercato.
- Retouches, color corrects and restores vintage photographs and documents.

#### Sr. Designer/Front End Developer

December 2016 to May 2017

Fireman Creative  
Pittsburgh, Pennsylvania

- Established SLAs and formal timeline process for all projects from conception to completion; sought to update and improve processes to allow less wasteful, more lean design.
- 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 development leads to solve user and business goals using the principles of user-centered design.
- Mentored Junior Designer and all team members; ensured team worked toward company goals; promoted accountability within the team; and supported personal growth and professional development opportunities.
- Created wireframes, comps and mock-ups in response to client needs; clearly demonstrated ideas to art director and company president; produced high-impact, user-centered landing pages using front-end HTML5, Bootstrap and CSS3.
- Assisted in managing client social media accounts; wrote compelling marketing copy for Facebook and blog posts.

#### Graphic Designer

June 2015 to December 2016

Direct Energy Business  
Pittsburgh, Pennsylvania

- Formed company's first in-house design team; implemented best practices in user experience, process/procedure and prepared team for continued growth and development.
- Implemented new project management tool (RoboHead by Aquent) to promote internal agency development for 30+ team members across three office locations; assisted in training and implementation.
- Charged with writing the corporate brand style-guide, including the introduction of new colors, imagery styles and available downloads; designed and produced brand center website (directenergybusiness.com/brand).

- Quickly created wireframes, comps and mock-ups in response to creative briefs to clearly demonstrate ideas to key stakeholders and senior leadership; produced high-impact, user-centered landing pages, microsites and HTML emails using front-end HTML5, Bootstrap and CSS3; continued development of existing web pages, layouts and templates for implementation via Marketo; conducted email testing via Litmus for cross-browser and platform development.
- Collaborated with team of graphic designers, copywriters, user experience developers, regional marketing managers and digital marketers to provide engaging digital and print assets by ensuring a consistent and accessible user experience.

**Web Graphic Designer**  
**Polyconcept North America (PCNA)**  
**New Kensington, Pennsylvania**

**May 2014 to June 2015**

- 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, developers, project managers and the digital marketers to provide engaging web-based promotional assets by ensuring a consistent and accessible user experience for distributors across multiple sites.
- Produced wireframes, PhotoShop mockups and then brought designs to life with HTML5, CSS and JavaScript development.
- Performed testing and cross-browser development techniques and troubleshoots across multiple browsers and platforms.
- Designed for printed media, including: e-catalogs, flyers, order forms and catalog supplements.
- Wrote, recorded, created and edited tutorial videos for new website launch initiatives.
- Wrote and created design documents, style guides and specifications and formal process and procedures documents.
- Migrated and upgraded to new project management tool, RoboHead by Aquent, to promote internal agency development of in-house brands; led training, troubleshooting and implementation for approximately 40 marketers. Served an administrator; assisted art director and internal project teams outside of Marketing.

**Graphic & Web Designer, Office Manager**  
**ENTACT Environmental Services**  
**Latrobe, Pennsylvania**

**November 2010 to December 2013**

- Successfully led creative team re-design and re-brand efforts of company website and print collateral by enhancing corporate image and building company's professional reputation within the remediation and construction industry.
- Managed all creative and technical needs of Latrobe office location.
- Created print media and digital presentations for project proposals in excess of \$20M.
- Planned and designed tradeshow and career fair graphics and accompanied corporate recruiters at booth as a company representative for recruitment purposes.

**Graphic Designer & Product Developer**  
**ASC, Inc.**  
**Greensburg, Pennsylvania**

**February 2009 to October 2010**

- 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 (over 200 individual products), Smithsonian Institute, the United States Post Office and museums nationwide.
- Worked on fast-paced production schedule with Sales and Marketing Directors to produce custom-designed themed, collectible art for Pittsburgh area small businesses, including: Trib Total Media, Penn State Fayette, Nemaquin Woodlands Resort, the Heinz History Center and Ligonier Valley Railroaders Museum.
- Operated in-house giclée printing for Historic Football Posters (historicfootballposters.com).
- Communicated directly with outside vendors for large format and offset printing, die-cutting and gold foil stamping, as well as with in-house production staff to fulfill order requirements.
- Designed, maintained and developed content for multiple websites.
- Created marketing graphics and copy for brochures, websites and other collateral.

**Studio Manager, Master Photographer**  
**The Picture People**  
**Altoona, Pennsylvania**

**January 2007 to January 2009**

- Assumed management position in a struggling portrait studio which had been experiencing slow sales and negative profitability as a result of poorly executed photography.
- Reinforced, coached and developed team of up to twenty photographers and sales associates through intensive training and innovative sales techniques by introducing new marketing initiatives which helped boost local recognition of brand.
- 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 Majors in Graphic Design and Photography. Art History and Spanish Minors.  
Frostburg State University, Frostburg, Maryland.

## Awards

Initiative Award, PCNA Marketing Department. December 2014.

## Volunteering

Graphic Designer February 2017 and ongoing  
She Runs SWPA  
sherunsswpa.com  
Pittsburgh, Pennsylvania

She Runs SWPA, a project of the Women and Girls Foundation, empowers women to run for local office through coalition-building, grassroots outreach, and demystification of the political process. I'm currently working on branding, a style-guide and the website.

Contributor January 2013 and ongoing  
Operation Photo Rescue  
operationphotorescue.org  
El Dorado, Kansas

I serve as one of many volunteers worldwide for the leading photography restoration charity who collaborates and shares tips on the best techniques to digitally restore severely damaged photos.

Creative Lead March 2013 to August 2015  
All Kids Theater  
allkidstheater.org  
Irwin, Pennsylvania

Responsibilities included: art direction, branding, marketing collateral, GoFundMe campaign management, social media pages and website design and development. Design, development and implementation of marketing campaigns and fundraisers. All Kids Theater (AKT) is a 501(c)(3) non-profit interactive musical, theatrical and artistic experience for children with special needs.

Marketing Designer September 2012 to August 2013  
Girls Rock! Pittsburgh  
girlsrockpittsburgh.org  
Pittsburgh, Pennsylvania

I created Girls Rock!'s first brand identity package and WordPress website. Other responsibilities included promotional flyers and band photography for the inaugural summer camp. Girls Rock! Pittsburgh is a music and empowerment program for girls ages 8-18.

## References

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Direct Energy Business  
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