

KRISTY KLEIST

Collaborative, senior web designer and front-end developer with expertise in digital design, HTML and CSS production, and project management.

PORTFOLIO

kristykleist.com

hasslelessmattress.com
koss.com
worlddryer.com
milwaukeedowntown.com
kuselequipment.com
collinsfamilylaw.com
remodelwithsaz.com
briggsracing.com
swoonswimwear.com
americangypsum.com
wgte.org

EDUCATION

BFA , Graphic Design
University of Wisconsin Milwaukee
Milwaukee, 1997 –1999

AAS , Fashion Studies
Parsons New School of Design
New York, 2008 – 2009

SKILLS

Adobe Creative Suite
Front-end Development
HTML5, CSS, JavaScript, jQuery
eCommerce Development
Email Automation & Marketing
Social Media Marketing
Brand Development
CMS Development

CONTACT

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PROFESSIONAL EXPERIENCE

Starkmedia, Senior Web Designer, 2002 – 2007, 2011 – present

- Design and develop responsive web sites using the Adobe Creative Suite, HTML5, CSS and JavaScript in conjunction with custom programming or content management systems such as: Wordpress, Drupal, and Sitecore.
- Plan, design, manage, develop and deploy innovative and complex client projects ranging from e-mail marketing to full-scale web applications.
- Host design presentations with clients to discuss wire frames, site maps, user experience, marketing, graphic design and CMS training.
- Design and develop eCommerce websites on platforms such as Magento, Aspdotnetstorefront and WooCommerce including social media integrations and e-mail marketing automation. Examples: koss.com and wigwam.com

The Mark Travel Corporation, Web Specialist, 2009 – 2011

- Worked in a fast-paced deadline oriented environment designing and developing travel web sites.
- Collaborated with a team of internet marketers to generate weekly marketing emails, landing page campaigns, internet display advertising and social media campaigns.
- Produced and presented comprehensive visual design mock ups with the integration of user experience testing.

Layer One Media, Senior Web Designer, 2007 – 2008

- Drafted design study documents that defined the website's proof of concept with the use of architecture maps, wire frames, marketing integration, creative direction and original design mock ups.
- Educated the client about their design study results followed by the course of action for the website's development.
- Designed, developed and deployed websites for a variety of businesses with custom programming and robust content management systems.

ICanShopOnline.com, Senior Web Designer, 2000 – 2004

- Headed the creative department and collaborated with the ICSO team to construct Milwaukee's 1st online e-commerce mall, ICanShopOnline.com.