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SKILLS

- HTML/CSS/SCSS
- HUBSPOT CMS
- EXPERIENCE WITH SHOPIFY AND WORDPRESS
- WIREFRAMING
- FIGMA
- ADOBE XD
- PHOTOSHOP
- ILLUSTRATOR
- PHOTOSHOP
- WIX

EDUCATION

ASSOCIATES DEGREE
Web and Interactive Media
Minneapolis Community &
Technical College
2015 - 2018

CERTIFICATE
Graphic Design Core
Minneapolis Community &
Technical College
2015 - 2018

ASSOCIATES DEGREE
Horticulture & Landscape
Design
Dakota County Technical
College
2006 - 2010

PROFESSIONAL PROFILE

After obtaining my Associate degree in Web & Interactive Media with a certificate in Graphic Design. I've fine tuned my skills with freelance logo and web design opportunities while building my career as a Web/Visual Designer.

The freelance opportunities along with my work at Media Junction, DecksDirect, Hawke Media allowed me a chance to work with some amazing small businesses such as an Interior Designer, Stone & Masonry Company, Roofing Company, and an Airbnb as well as some of larger companies; Ingram Micro Lifestyle, Mixmax, CXApp, Mazevo, Project Lead the Way, Talanta, Lima One Financial, Alaskan Salmon Company, Sifted, Octane Coffee, and Omnium.

EXPERIENCE

BlueSwitch | JUL 2023 to JAN 2024

Digital Designer

- Collaborate with cross-functional teams to design visually appealing and user-friendly Shopify websites that align with clients' brand identity and business goals.
- Create compelling and innovative designs for website layouts, landing pages, product pages, and other digital assets.
- Optimize web designs for responsiveness, ensuring an exceptional user experience across different devices and screen sizes
- Utilize Shopify's design features, themes, and templates to create customized and highly functional e-commerce websites.
- Incorporate best practices in user interface (UI) and user experience (UX) design to enhance customer engagement and conversion rates.
- Stay up to date with the latest design trends, web technologies, and Shopify updates to continuously improve our digital presence.



EXPERIENCE

HAWKE MEDIA | JAN 2021 to DEC 2021

WEB DESIGNER

- Manage own projects with a self-starter attitude, and communicate clearly with clients
- Ability to manage scope of work, and stick within said project's determined scope
- Plan, wireframe, design and create websites
- Alter templates using HTML & CSS, following modern design trends
- Ability to plan for mobile-friendly responsive design
- Recommend best practices for integrating other digital marketing channels offered at Hawke
- Work closely with development team to insure wireframe design is implemented throughout the web build

BRILLIANT IMPACT WEB MARKETING + DEVELOPMENT | OCT 2020 to MAR 2021

WEB DESIGNER

- Using a PSD mockup file created for new website, layout WordPress website using chosen theme and setup pages according to PSD file.
- Add CSS as need to WordPress site to help with setting font size, font family, text color, images, position of content, etc.
- Responsible for helping move old website content to new website.
- Resize and optimize photos for websites using Photoshop.
- Update and add new post to WordPress websites as needed.

WISCONSIN LIGHTING | JAN 2019 to OCT 2020

E-COMMERCE SPECIALIST

- Upload and manage product descriptions, measurements, and other attributes of products for vendor pages such as: Amazon (Sellers Central), Etsy, eBay, Fenchel Shades, Home Depot, and Wayfair.
- Manage social media platforms: Instagram, Facebook and Twitter.
- Document and photograph all commercial products prior to shipment to verify condition of product at point of shipping.
- Photograph and update all returned products in store database.
- Responsible for maintaining products and new listings on Fenchel Shades website using Magento Commerce Platform
 - Create new pages, categories, subcategories, add new products and product descriptions.
 - Use HTML code to create links, text appearance, create paragraphs and add social media icons.
- Create and upload monthly promotional codes to e-commerce and social media sites.



EXPERIENCE

MEDIA JUNCTION | MAR 2022 to MAR 2023

UI/UX Designer

- Manage own projects with a self-starter attitude, and communicate clearly with clients
- Ability to prioritize and execute tasks in a fast-paced environment
- Worked close with strategy during sitemapping and wireframing to ensure everything was carried over throughout the design process
- Worked closely with CMS/Implementation team to ensure design was correctly implemented after the development phase
- Ability to plan for mobile-friendly responsive design
- Recommend best practices for integrating other digital marketing channels offered via Hubspot
- Ability to hop into the Hubspot CMS to adjust design to better align with design
- Have the ability to manage workload to ensure deadlines aren't missed by completing tasks on time

Hubspot Certificates

- Growth-Driven Design | MAY 2022 - JUNE 2024

DecksDirect | JAN 2022 to Feb 2022

WEB DESIGNER

Create, improve, and expand digital design assets for our e-commerce website from guidelines

- Create content for email campaigns and paid ad campaigns
- Partner with Marketing team members to post and optimize content on the site
- Create quality mockups and prototypes for new pages on tight timelines
- Ensure deliverables are of high quality and consistent with creative direction, best practices, and guidelines.
- Manage and prioritize multiple assigned website design-related tasks



RECENT WORK

DUE TO NDAs WITH THESE CLIENT AND MEDIA JUNCTION I CANNOT SHOWCASE THESE ON MY PORTFOLIO SITE, BUT I CAN PROVIDE LINKS TO THE SITES FOR REVIEW

- CXApp - <https://cxapp.com/>
- Mixmax - <https://www.mixmax.com/>
- Talanta - <https://www.talanta.com/>
- Mazevo - <https://www.gomazevo.com/>
- Ingram Micro Lifecycle - <https://www.ingrammicrolifecycle.com/>
- Project Lead The Way - <https://www.pltw.org/>
- IntegraONE - <https://www.integraone.com/>
- Asigra - <https://www.asigra.com/>
- FranGrowth - <https://www.frangrowth.co/>

REFERENCES AVAILABLE UPON REQUEST