

KATIE CONFORTI

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Skills

Design

Web // Visual // UX // UI

Web Development

HTML // CSS // JS // PHP // Git

Design Thinking

Prototyping

Research

User Testing

Branding

Illustration

Digital Marketing

Quality Assurance

Software

Adobe Creative Cloud

Photoshop // Illustrator // InDesign

Sketch

Invision

Ye Olde Pen & Paper®

Volunteerism

DesignLab

Katie Conference

AIGA SF

San Francisco Center for the Book

San Francisco Pride

Taproot Foundation

HTML5 Developer Conference

TYPO International Design Talks

Cascade SF

Bay Area Derby

Palm Beach Rollergirls

Education

Bachelor of Fine Arts 2008

Savannah College of Art + Design

Graphic Design

Cum Laude Honors, Dean's List

Experience

Web Designer + Developer [Revel Systems](#)

10/2014 - 9/2016

End-to-end driver of visual design projects, refined the brand experience through collaborative work with teams company-wide, as well as outside contractors.

[RevelSystems.com](#) Global Marketing Website

Redesigned site experience and visuals, ultimately raised conversion rate by 75%.

Incorporated feedback from many sources, including A/B testing and customer input.

Integrated SEO best practices, increased traffic more than three-fold.

Generated upwards of 5.5x the number of leads on a daily basis.

Enhanced site speed and usability, across devices, significantly reducing bounce rates.

[Revelry2016.com](#) Event Website

Expanded sponsor visibility, boosting the number of sponsoring partners by 2.85x.

Advocated charging for conference tickets, created +\$74,000 in earning potential.

Email marketing contributed to an raise in event attendance of >30% year over year.

Recognized for exhibiting the Revel Value: Result Oriented.

[mStreamPOS.com](#) eCommerce Website

Crafted a new brand identity consistent with current Android design language.

Utilized Google's Material Design Lite framework for rapid execution.

Lead Designer [Intrinsik Media](#)

4/2013 - 10/2013

[Soliris.net](#) Pharmaceutical Website

Improved navigability across a diverse audience of Physicians and Patients.

Implemented responsive design, and eliminated Flash-based landing page.

Web Designer + Front End Developer [24 DATA](#)

3/2011 - 3/2013

[Community Loans of America](#) Lead Generation Websites

Tripled billable website output by championing use of WordPress for rapid deployment.

Eliminated the expense of external development and video production services.

Lead Designer [Luice Design](#)

6/2008 - 2/2011

[LuiceDesign.net](#) eCommerce Website

Designed and managed site serving >1,500 product combinations.

Project management of ~50 daily client orders for myself and junior designers.

Hackathons

High Fyves [Comedy Hack Day 5](#) Finalist, Runner Up + Crowd Favorite

Me the Internet [Comedy Hack Day 6](#) Finalist + Honorable Mention

Flosst [Comedy Hack Day 6](#) Finalist

EV Data Coop [Zero Emission InnEVation](#) 3rd Prize Overall + Best OS/soft Solution