

KELSEY RAYMOND

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EMPLOYMENT

User Experience Designer II

CashStar/BlackHawk, August 2019 – present

Designed and user tested a suite of new features for our whitelabel products, facilitated user experience audits, and built relationships with third party vendors whose tools we used.

Web & Graphic Designer

Sole Proprietor, July 2012 – present

Clients include: Crooker Construction, SwimVacation, Minnow, Island Treasure Toys

Senior Programmer Analyst

L.L.Bean, May 2019 – August 2019

Wrote A/B tests to evaluate site performance and conversion as well as managed site analytics.

Senior Front End Developer

CashStar/BlackHawk, July 2015 – May 2019

Customized Gift Card buy flows and eGift Cards to match brand standards. Contributed web designs for new products including Product eGifting, Storefront, and the new Recipient Experience. Worked to unify shared media across multiple projects using LESS, HTML, JS/React, Django. Clients include Starbucks, Delta, Hulu, Uber, Nordstrom, Sephora, Lululemon.

Graphic & Web Designer

Puelle Design, March 2013 – July 2015

Designed and developed a suite of websites for a niche market of energy efficiency companies as well as campaign materials for nonprofits, local ski mountains, and land conservation groups. Managed large-scale print pieces and mailers beginning with the design of the product and ending with overseeing press-checks for quality at the print house.

Marketing Design & Media Specialist

Hurricane Island Outward Bound School, July 2012 – March 2013

Coordinated and designed both print and digital campaigns - including website design, front-end development, course catalogs and posters. Developed creative content for the website, such as staff and gear photography.

Senior Web Designer & Front-End Developer

Pemaquid Communications/Plein Air Interactive, January 2011 – July 2012

Worked closely with the programmer and project manager to design and develop engaging web standards-compliant websites and social media presences that fit within the client's brand. Assisted in the design and development of a custom Django CMS system for clients.

EDUCATION

Bachelor of Fine Arts in Graphic Design with Honors

Maine College of Art, 2012

SKILLS & INTERESTS

Print design, web design, front-end development, CSS, HTML, JS/React, photography, photo editing, social media

Mac & Windows OS, Visual Studio Code, Sketch, Zeplin, Adobe Creative Suite, Google Apps, Microsoft Suite

Hiking, biking, swimming, camping, traveling, writing, cooking