

KELLY WEAVER

EXPERIENCE

Seven Corners (2015 - Present) sevencorners.com

Senior UX/UI Designer

Seven Corners is a travel insurance company with a large e-commerce platform built in Sitefinity. I redesigned their website and helped launch a multilingual site. I design and manage email campaigns in Pardot and Marketing Cloud. I mesh my design and front-end coding capabilities to work as a liaison between marketing and IT.

Mindful Design (Spring 2000 - Present) mindfuldesign.com

Owner/Graphic Designer/Website Developer

Supported small businesses and organizations by developing their brand identities and digital presence. Designed custom Wordpress templates and managed email campaigns. Clients: IU Foundation, IU Alumni Association, Flat 12 Bierwerks, Rose-Hulman, Indiana State University and other small businesses.

Indiana University Foundation (2006 - 2008) iufoundation.edu

Graphic Designer/Web Designer

Developed identities, collateral and web sites for many IUF fundraising projects including student foundations, schools and the IU Simon Cancer Center. Multiple projects received awards from the Council for Advancement and Support of Education (CASE).

The Heavyweights (1995 - 2000) theheavyweights.com

Art Director

Graphic design and art direction. Managed a roster of freelance talent and built pitch presentations to land clients. Major projects included designing and producing a quarterly magazine for Allison Transmission and collaboration with a creative team of writers and producers on a national magazine and TV campaign for the Finish Line. Clients: Finish Line, Allison Transmission, St. Vincent Hospitals.

SKILLS

HTML, CSS, PHP, JS, SEO

Extensive time spent working in various content management systems, marketing platforms, and email platforms

COMMUNICATION

Presenting ideas, managing complex projects

USABILITY TESTING

Develop, conduct, and analyze studies. Present findings to stakeholders to prioritize improvements. Track iterations to ensure improvements are beneficial.

ACTIVITY

The Viewfinder Project, theviewfinderproject.org (2006-2016)

Board of Directors, Marketing Chair

Justice Ventures International, justiceventures.org, Washington, DC (2012-2016)

Provide website, email, and marketing assistance

Non-work life: Mother, runner, volunteer, reader, baker, dog-walker, tinkerer, bookshelf builder.

AWARDS

City of Indianapolis Monumental Affair Interior Design Merit Award, The House Café + Music

ADDY - Finish Line TV campaign

CASE AWARD - IU Foundation 2007 Annual Report

Pride of CASE V 2012 - IUAA best practices alumni relations

EDUCATION

Indiana University, Bloomington, IN, BA Studio Art, Minor in Art History