

# KELLY WEAVER

 (317) 625-4990

 kelly@mindfulldesign.com

 linkedin.com/in/kweaverdesign

 mindfulldesign.com

## Senior UX/UI Designer, Graphic Designer, Marketer

Designer and marketer located in Indianapolis. I enjoy taking complex problems and presenting innovative and enjoyable solutions. I was a studio art major in school (Go Hoosiers!) and have a professional foundation in graphic design and art direction. A "lifelong learner," I am now the Senior UX/UI Designer at Seven Corners. I thrive when I get to balance my skills in design, code, and strategy.

## EXPERIENCE

### Seven Corners

**(2015 - Present) [sevencorners.com](http://sevencorners.com)**

Senior UX/UI Designer

Seven Corners is a travel insurance company with a large e-commerce platform built in Sitefinity. I design the website, provide front-end development, conduct user-testing, and maintain the brand across all channels.

#### Recent Results

Design improvements made to the e-commerce path in April 2019 resulted in conversion rates rising from 21% to 30%.

#### Responsibilities

- Conduct user testing sessions and present findings to executive team and other stakeholders for prioritization of design and development improvements.
- Work with user experience partners to help identify customer pain points and determine necessary updates to designs and processes.
- Sketch, wireframe, prototype, and animate to turn concepts into understandable, high-fidelity designs.
- Use research and analytics data to constantly measure the success of the website and advertising.
- Manage graphic designer to execute on digital and social campaigns, landing pages, maintain brand standards and style guides.
- Work with developers in an agile environment to provide design guidance and ensure the quality of the implementation of new designs.
- Collaborate with, influence, and present to a wide range of partners and stakeholders across all levels of the organization.

### Mindfull Design

**(Spring 2000 - Present) [mindfulldesign.com](http://mindfulldesign.com)**

Owner/Graphic Design/Web Design/Creative Strategy

Supported small businesses and organizations by developing their brand identities and digital presence. Designed custom Wordpress sites and managed email campaigns. Gamified a website for a brewery to reward customers for participating in on-line contests and on-events. Clients: IU Foundation, IU Alumni Association, Flat 12 Bierwerks, Rose-Hulman, Indiana State University and other small businesses.

#### Responsibilities

- Write estimates and creative briefs to ensure project expectations are met and work stays in scope.
- Design identities, brand guides, brochures, reports, presentations, digital ads, animations, infographics, posters, ad campaigns, digital kiosks, trade show booths, signage.
- Design websites and code templates to implement into content management system: wordpress, drupal.

## **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. Managed email campaign design and sends through Exact Target. Managed print projects from design through printing. 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, Wordpress, Sitefinity, Adobe Creative Suite, Salesforce Marketing Cloud, Microsoft**

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

## **CREATIVE STRATEGY**

Leverage analytics, customer feedback, and user testing, to develop creative strategy across digital and print campaigns.

## **LIAISON**

Effective at communicating between creative and technology teams.

**Non-work life: Mother, runner, volunteer, reader, baker, dog-walker, gardner, tinkerer.**

## **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**

**NNG Certified, May 2018**

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

## **ACTIVITIES**

**Washington Township Schools**

Parent volunteer.

**St. Luke's United Methodist Church**

Parent volunteer, various community projects