

KRISTIN MERZ

PROFILE

Hybrid UI Designer + Developer

Possessing a unique set of pixel-perfect visual design skills and front-end development talent. I bring more than 13 years of user interface design and coding experience to the table. I create modern-looking, highly-usable responsive web sites and software.

EXPERIENCE

Sr. Design Team Supervisor | Frontier Communications Rochester, NY 2012 - Present

- Create data driven designs, based upon research, analytics, customer feedback, user testing and conversion rate.
- Design, develop responsive page templates for the Sitecore CMS platform using Bootstrap.
- Designed new look and feel for **Frontier.com** redesign utilizing new company brand standards.
- Create, maintains the design system of UI design patterns utilized for internal and external partners.
- Collaborate cross-functionally with engineers, production designers, brand and external vendors.
- Q/A, manage defects to resolution testing developed product to assure delivery is per design specs.
- Provide creative art direction, mentoring and guiding interns and team junior members.

Founder | Unleashed Design Rochester, NY 2011 - Present

- Creative direction, design, and development of custom web applications (concept to completion).
- Develop plug-ins used with open source content management systems.

Designer / Developer | Studio LLC. Buffalo, NY/ Holboken NJ 2009 - 2011

Clients: Paula Dean, Uncle Bob's Self Storage, Oreo, YWCA, Bronx Zoo, Elizabeth & James, Digitas Health Care, Euro Health Care and Bausch + Lomb.

- Project estimation, design and development for interactive applications and promotional campaigns.
- Developed cross-platform web sites and responsive web sites for mobile devices.

Web Designer / Developer | Fujifilm e-Systems, Inc. Rochester, NY 2006 - 2009

Clients: Fujifilm, Walmart, Sam's Club, Costco, Walgreens.

- Designed, developed architecture and user interface for desktop software applications and enterprise systems web sites. Created graphic templates for kiosk productions, including greeting cards and themed photo books.

Interactive Designer / Developer | Staples® Framingham, MA 2005 - 2006

- Designed, developed on brand emails and banners for **Staples.com** with additional focus on landing pages.

Web Designer | Extelegent Rochester, NY 2004 - 2005

Clients: George Eastman House, Hannah Properties, Garth Fagan Dance.

- Designed, developed corporate identities including: logos, letterhead, brochures, and web design templates.

SKILLS & TOOLS

Photoshop	.NET	Visual Studio	CMS Platforms
Illustrator	HTML5	Expression Blend	WordPress
Flash	XHTML	Silverlight	Joomla
InDesign	PHP	CSS3	Drupal
Sketch	JavaScript	Bootstrap	Sitefinity
Omnigraffle	jQuery	Less/Sass	Sitecore

EDUCATION

Rochester Institute of Technology
BFA, Graphic Design 2004

CONTACT

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