

PHILLIP KOENIG

Profile

Currently working freelance as a Web Designer and Interactive Marketing Consultant in Minneapolis. Specialize in results-driven, highly visual design for web and print. Skilled in testing and improving the effectiveness of new media projects.

Experience

Web/App Designer & Marketing Manager, Cluttr LLC Minneapolis, MN 2014-2015

Worked with app startup founders to go from concept app to deployment in 8 months. Designed branding assets, app UI prototypes, and marketing materials. Implemented PPC, social media, and email campaigns for multiple audiences.

Web Designer & Marketing Manager, Happy Interiors LLC Minneapolis, MN 2013-2015

Designed all branding elements and developed a comprehensive marketing plan to take the company from a startup to profitable in 9 months. Designed and deployed online tools for lead generation, email campaigns for customer outreach, and marketing materials for sales. Conversion rates started at less than 4% and with A/B testing, SEO, and social media rose to 15%.

Interactive Marketing Manager, Help/Systems LLC Eden Prairie, MN 2011-2013

Managed designers, copywriters, and developers on web marketing projects to integrate the company's 10 separate brands from years of acquisition. Planned and implemented the company's first PPC campaigns, and introduced lead scoring. Modernized and streamlined lead generation campaigns. The projects resulted in a 350% increase in leads for the company's primary brands.

Senior Web Designer, Network Instruments LLC Minnetonka, MN 2005-2011

Designed and developed a complete overhaul of Network Instruments' online brand across six websites and three languages. Designed ad campaigns, and oversaw them being produced as online banner ads and print ads. Increased our online conversion rate from 18% to 32%. Implemented and monitored A/B testing for email campaigns and multi-variate testing for webpages.

Multimedia and Print Designer, Agent 77 Minneapolis, MN 2002-2005

Worked closely with a development team to design and implement effective web and CD-ROM user interfaces with a focus on usability, accessibility and maintainability. Worked with marketing and content creators to design brochures, packaging and other print collateral. Designed and deployed web-based store-front interfaces for online e-commerce sites. Managed workflow for all design projects with internal staff, contractors and vendors. Projects include Mac and PC programs, online apps, direct mail pieces, brochures and product packaging.

Web and Multimedia Designer, DesignWorks Minneapolis, MN 2001-2002

Worked with clients, vendors and an Art Director to deliver concepts and solutions for multimedia-based projects. Managed work flow, scheduling and client relations.

Education

Minneapolis College of Art and Design (MCAD), Minneapolis, MN — BFA Interactive Multimedia Design, with a focus on print design, 1997-2002

Bauhaus Universität, Weimar, Germany — Course work in web design, information design and German, 2000

Skills

Highly experienced in Adobe Creative Suite CS6 (Illustrator, Photoshop, Dreamweaver, InDesign), HTML, CSS, Javascript (including jQuery), and Microsoft Office Suite.

Referrals

Available upon request