



DEREK KOPPINGER | UX | VISUAL DESIGNER

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dkoppdesigns.com

SUMMARY

8+ years experience across Visual/Digital Design, User Experience, Marketing, and Advertising. Balance problem solving skills with delightful, organized design. Inspired by problems caused by human interaction and behaviors. Ability to create visually pleasing and engaging experiences while elevating brand recognition through smart and simple design. Charismatic personality with the ability to lead others with passion and hustle. I also love making my son and wife laugh.

EDUCATION

GA GENERAL ASSEMBLY, NYC 2015
User Experience (UX) Design

WILLIAM PATERSON UNIVERSITY
WAYNE, NJ 2007-2011
BFA concentration in
Graphic Design and Web Design

APPLICATION

SKILLS

Illustrator, Photoshop,
InDesign, Bridge, Acrobat

USER EXPERIENCE

Adobe XD, Sketch, InVision,
Omnigraffle

WEB/DEV

Dreamweaver, WordPress,
HTML, CSS, JavaScript, JQuery

OTHER

Premiere Pro, Pages, MS Word,
Power Point, Keynote, iMovie, Asana,
Teamwork, Hubspot

AWARDS

WILLIAM PATERSON UNIVERSITY
Campus wide Poster Competition:
Award: Top 3 "Census Awareness"
Fall 2008 & 2009 Dean's List

EXPERIENCE

DIGITAL DESIGNER | ICS, NEW YORK, NY | JAN 2017 - PRESENT

- Lead designer of ICS's Marketing Team.
- Responsible for elevating branding and visual identity of ICS across digital, web, print, social media marketing, presentations, video production, Intranet front-end design, and identify and solve pain points between Sales and Recruiting.
- Re-designed ICS's Intranet (Tactics) working closely with 3rd party developers.
- Provided all wireframes, UI, navigation layouts, responsive mock-ups, and images for launching newest version. Developed creative strategy to gamify Tactics to earn badges.
- Provided all creative for badges and how they will be presented.
- Design all web and digital updates including re-building and programming company blog.
- Designed multiple print assets involving data visualization, surveys, digital marketing campaigns, national salary data, and technology trends for developmental planning.
- Directed visual aesthetic for multiple marketing campaign efforts for omni-channel social media artwork, automated email campaigns, digital and print per-order images, digital release images, and hyper-local advertisement.
- Work with CEO and Partners on multiple corporate presentations for client meetings.

DIGITAL DESIGNER | MONDO, NEW YORK, NY | JUNE, 2016 - JAN 2017

- Internal Digital Designer for Mondo's Marketing Team overseeing and elevating visual and digital design campaigns across print, web, branding identity, and social platforms.
- Responsible for design of web banners, graphics for website, emails, business collateral, trade show banners, IT & Digital Marketing surveys, info-graphics, Snapchat GEO filters, social media artwork, and print design including IT & Digital Marketing Salary Guides.
- Work with cross-functional team of lead generation analysts, content producers, event coordinators, and PM's to discuss marketing strategies, critique and provide feedback, prioritize deadlines, ideate lead capturing strategy, and align business goals with the customer needs in SCRUM meetings.
- Perform competitive analysis and UX trends for major design assets and lead generation landing pages to help boost ROI and customer retention according to user behavior.
- Supplement creative ideas in drip campaigns and event engagement strategies with Marketing Team.

SENIOR VISUAL & MULTI-MEDIA DESIGNER | FAST FORWARD UNLIMITED, WOODLAND PARK, NJ | 2010-2016

- Produce engaging visual communication across web design and omni channel experiences, design brand identities, and convey visual concepts and strategies to generate business leads.
- Develop creative solutions for digital products, business development initiatives, direct marketing, and advertising campaigns that successfully met or surpassed business goals.
- Client facing and communication experience pitching creative direction, informative design decisions supported by research and data documentation using Google Analytics.
- Direct creative team of 3 to produce visual solutions for web advertisement, web apps, ecommerce based products, and various ad campaigns.
- Creative lead and concept strategist for logo's, business collateral, info graphics, print materials, and the execution of these tasks within a realistic deadline.
- Manage output of print ready files for collateral material with knowledge of proper printer requirements.
- Facilitate creative for internal digital ad campaigns such as Facebook Ads, web banners, email campaigns, landing pages, and website templates.



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ADDITIONAL ACTIVITIES

WPU BASEBALL TEAM
2007-2009 (NJAC)

EXPERIENCE CONT.

- Provide web site, UX and UI design solutions for diverse industry client accounts for start-ups, corporate, and global organizations.
- Design low and high fidelity wire-frames, site maps, customer journey and experience maps, user flows, maintaining design best practices, usability standards, and current digital trends.
- Participate in user testing, A/B split testing, and market research.
- Effectively communicate with clients in a way they can understand the value in why, how, and who uses their services through user-centric methods and data informed decisions.
- Ideate, synthesize, and white-board conceptual strategies with team and influence ideas and quickly weave out unnecessary features.
- Design, develop, and program custom WordPress web designs with working knowledge of HTML, CSS, and some JS & JQuery.

GRAPHIC & WEB/UI DESIGNER | FREELANCE: DK DESIGNS | 2012-2015

- Managed personal client base to deliver print and digital creative needs.
- Facilitated client meetings to gather data, document findings, and curate information into strategic recommendations documents.
- Proposed creative and marketing strategy for websites, develop information architecture, and building brand identity.
- Advised and led strategies for increasing SEO, generating leads, and Google Ad campaigns and targeted Facebook Ads.
- Produced creative website solutions, UI and programming, digital assets, and cohesive brand identity through out all respective channels.
- Designed business logos, collateral material, email campaigns, and brochures.