



kelsey rahn

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education

Drake University
May 2005

BA in Magazine Journalism
& Graphic Design

skills

Photoshop
Illustrator
InDesign
Flash
Mobile App Design
iPhone Design
CSS 3
HTML 5
PowerPoint

experience

Clique | New York | Co-founder, Product, Designer

January 2011 - Present

Designed site and created style guide with an emphasis on user experience. Coordinated and conducted in-person usability tests at multiple stages of development.

Analyzed feedback and test results to drive product decisions. Brainstormed, specked out and built new features in an agile development environment while working closely with a small team.

Developed an understanding of starting and scaling a company by making strategic decisions, pitching investors and losing sleep at night.

Created Clique's brand and identity.

Designed all marketing materials and used social media to acquire more than 5,000 users. Appeared in Business Insider, Mashable, The Huffington Post and Fast Company.

Patch | New York | Senior Designer

September 2008 - December 2010

Designed the Patch site and CMS. Created a style guide that has scaled to over 300 communities in 15 states and to over 700 employees.

Created the logo and overall brand identity of company, including a media kit, branding and marketing guide, and advertising one sheet.

Determined new site features, drafted wire frames, and drove the overall user experience while working with a team of engineers.

Developed a mobile identity for Patch. Drafted the architecture of mobile site, focusing heavily on usability and local search.

Time Out New York | New York | Web Designer

July 2007 - September 2008

Conceived the redesign and restructure of the Time Out New York, Time Out Chicago, and Time Out New York Kids websites and developed and executed style guides.

Developed an understanding for designing while taking into consideration CSS, search engine optimization, user generated content, and a positive user experience.

Managed and designed online marketing mini sites, such as Eat Out 2007 and Make Music New York, and other requests including sub offers and in-house ads.

CondeNast Publications | New York | Junior Web Designer

September 2005 - July 2007

Updated fifteen CondeNet sites on a weekly and monthly basis with design elements, consumer marketing content, and images using Photoshop, Flash, and HTML.

Assisted design directors in the redesign of twelve online identities, including Glamour.com and Teenvogue.com, and designed several pages from scratch.

Developed and designed applications, such as Allure Total Makeover and The Self Challenge 2006, along with flash panels, slideshows, and videos.

Meredith Interactive Media | Des Moines/New York | Design Intern

June 2004 - September 2005

515 Magazine | Drake University | Art Director

September 2004 - May 2005