

# Katie Leppert

Lead Designer | Front-End Developer

## Contact

✉ kleppert93@gmail.com

☎ 614.619.3555

in linkedin.com/in/katieleppert

View design portfolio at:

katieleppert.com

## About Me

I'm a passionate creative with an eye for detail and a heart for storytelling. My career goals are to leverage my expertise in web and digital design to create on-brand and memorable online experiences.

## Education

### Ohio University

B.A. in Graphic Design  
Minor in Communications

## Software Knowledge

- Adobe
  - InDesign, Illustrator, Photoshop, Lightroom
- Website Builders
  - WordPress, Shopify, Wix, Squarespace
- Email Marketing Platforms
  - Klaviyo, Mailchimp, HubSpot, Constant Contact
- CSS, Basic HTML
- Figma
- Motion Graphics and Video Editing

## Work Experience

### The Media Captain

Lead Designer | Front-End Developer

4/2018 - Present  
Columbus, OH | Remote

- Recruited to build the creative team at The Media Captain, and grew Web Design clients by 5X in 5 years.
- Directly responsible for leading and managing the end-to-end graphic design process at a high-volume marketing agency, including:
  - Multi-channel campaign asset development and delivery across website, social, app, email marketing, print and display.
  - Front-end development and responsiveness for websites using expertise across Wordpress and Shopify backends and CSS customization.
  - Designed websites for high-impact Columbus brands including Bob Webb Homes, Schottenstein Real Estate Group, The Foundation (OSU Athletics NIL Efforts), and more.
- Proven efficiency in managing a multi-client portfolio with over 80% of projects delivered under client contract hours.
- Tripled retention rate of SEO and digital clients by creating and implementing new design deliverables including email flows, enhanced website user experience, landing pages and more.
- Lead and support a team of designers, including creative direction, building and presenting client projects to presenting tutorials on new design tools and guidelines.

### BEBLY LLC.

Freelance Graphic Designer

1/2022 - 7/2023  
Minneapolis, MN | Remote

- Hired to lead creative with an ex-Google exec launching a new product within the housewares industry. **Key areas of focus:**
  - Brand identity, logo design, brand guideline, creative assets for website, mobile, email marketing, social, digital, and print.
  - Full website design for desktop and mobile on Shopify platform, including dynamic and still creative assets.
  - Product renderings in prototype phase for product sell-in.
  - Collaborated with marketing agency to design and test high performing ad sets and social media campaigns.
  - Developed creative for retail display and tradeshow events.
  - Led full-suite creative asset portfolio for Amazon onboarding.

### Easton Town Center

Graphic Designer | Photo Editor

6/2015 - 4/2018  
Columbus, OH

- Collaborated with the Sr. Designer to create digital, marketing and print demands for the local town center, corporate hotels and businesses.
- Developed and presented designs to navigate project concepts.
- Co-directed client photoshoots and responsible for all photo edits.
- Collaborate with marketing teams to design and coordinate large and small scale graphic materials for events and promotional needs.