

# Keegan Barone

[www.keeganbarone.com](http://www.keeganbarone.com) / 312-813-5486 / keegan.barone@gmail.com

## Experience

Aegis / UI/UX Designer / July 2023 - August 2023

- Developed and designed the UX and over 40 interfaces for the first iteration of the safety application.
- Conceptualized and implemented new branding, including font families, color, and style for the app, to emphasize the mission of fostering a feeling of comfort, safety, and confidence for the user.
- Collaborated with founders and developers to ensure their vision for the application is reflected in the design.

Zola / Event and Design Consultant / May 2023 - July 2023

- Created a detail-oriented trade show blueprint and guideline encompassing the overall budget, travel arrangements, planning timeline, industry best-practices, ordering and shipping details, and event schedule.
- Collaborated with the Marketing Director to create a customer experience that included activities and swag giveaways at the booth, reflecting Zola's brand, and attracting their target audience, resulting in new business.
- Designed the physical booth space and layout to maximize customer attendance in the booth.

Doordash (Operating as Bbot Powered by Doordash) / Design Associate / March 2022 - March 2023

- Developed a visual identity, including a new logo, color palette, font families, icons, and photography styles in a brand guideline presentation for Bbot post-acquisition, encompassing both Bbot and Doordash's brands.
- Enhanced the trade show experience with new booth designs, resulting in a 200% increase in lead generation.
- Produced and re-designed 5 comprehensive downloadable resource guides, increasing downloads by 40%.
- Partnered with the Marketing Associate to implement a new social media strategy for the brand; increased audience by 60%, increased average post engagement by 50%, increased average post impressions by 4000%.

Bbot Inc. / Marketing and Design Associate / June 2021 - March 2022

- Designed 150+ creative assets including: illustrations, data visualizations, print materials, paid advertisements, and GIFS for a variety of social media campaigns, and sales efforts; increased blog traffic by 117%, increased website unique page-views by 60%, and increased email newsletter open rate by 33.5%.
- Organized and planned 17 trade shows and 2 happy hours, generating over 2000 leads and 4 partnerships.

Publicis Health / Art Direction Intern - Saatchi & Saatchi Wellness / Sept 2020 - Dec 2020

- Curated and organized 50+ creative assets for the Walmart Health Center campaign promotions in Chicago.
- Participated in the internship development program, attended weekly group sessions and one-on-one meetings learning about media planning, brand strategy, account and project management, and marketing.

## Skills

What I bring to the team

Branding, conceptual development, UI design, UX design, illustration, data-visualization, typography, wire-framing, mock-ups, photography, videography and editing, animation, project management, campaign and event planning

Tools in my toolbox

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Fresco), Figma, Procreate, Canva, Sketch, MS Office / Google Suite, Google Analytics, Webflow, WordPress, Squarespace, Wix, Asana, Airtable, Hubspot, Salesforce, Hootsuite, Sprout Social, Instagram, LinkedIn, Facebook

## Education

Carnegie Mellon University / 2021 / Pittsburgh, PA

Bachelors in Fine Arts – Concentration in Contextual Practice with University Honors

Bachelor of Science in Business Administration – Concentration in Marketing with University Honors

Member of the Phi Beta Kappa Honors Society

3.83 GPA