

Carolyn Borkowski

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SKILLS

Adobe Creative Suite - Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe XD

Software + Technical - Sketch, Figma, HTML, CSS, Wordpress, ADA Web Accessibility Training

WORK EXPERIENCE

Wunderkind

September 2021 - Present

Senior Visual Designer

New York, NY

- Designed and launched over 1,000 digital marketing experiences for 100+ clients, maximizing user retention with email and text message signups, discount offers, and personalized dynamic product highlights.
- Revitalized company's MMS marketing product by building a strategy-based library of new, industry-leading motion graphic designs, enhancing client upsell opportunities and reducing internal lift for MMS production.
- Initiated design process for new product leveraging user data to populate email content, offering a new, premium service built to enhance advertising and sponsorship profits for publishing industry clients.
- Developed creative, game-like interactive marketing campaigns for client websites, resulting in a 200% increase in email address submissions compared to static email capture experiences.
- Trained for cross-departmental support with engineering team, resulting in assistance to over 40 designers with advanced front-end web development, development of new interactive onsite experiences, and increasing bandwidth for technical problem solving by 30%.
- Collaborated with UX engineers, back-end developers, product marketing, and customer success teams to communicate with 100+ clients, ensuring ADA compliance, cross-device functionality, and product integrity.

Fireside Digital

March 2021 - September 2021

Digital Designer

Atlanta, GA

- Designed and developed websites for businesses and non-profit organizations serving over 20,000 people, incorporating e-commerce functionality, blogs, newsletters, e-learning modules, and event signups.
- Produced branding concepts and refreshed visual identity for client to improve accessibility and refine brand recognition, including creation of assets for use across client websites, social media, and newsletters.

Warner Bros. Discovery

June 2020 - December 2020

Digital Design Intern

Atlanta, GA

- Conceptualized podcast integration into HBO Max's native website and apps for Max Original podcasts, targeting both prospective and existing subscribers to promote subscription-exclusive content.
- Designed HBO Max Original series' promotional website from initial wireframes to launch, refining digital strategy by collaborating with direct managers, HBO Max marketing, and stars of the series.
- Prepared and edited key art and marketing imagery using Adobe Photoshop for 85+ movies and TV series, visible to 4.5 million users per month across the TBS, TNT, and TruTV websites and mobile apps.
- Created content sponsorship mockups to secure contracts with corporate partners, resulting in paid promotions visible to users across network digital platforms for web, mobile, and connected TV apps.

EDUCATION

University of Georgia

December 2020

Bachelor of Arts, Entertainment and Media Studies

Athens, GA

- Summa Cum Laude, Zell Miller Scholar
- New Media Certificate recipient
- Sketch comedy troupe president, humor magazine editor-in-chief and managing editor
- TEDxUGA Presenter Preparation Team and Stage Manager