RYLEE
BORELLIS
GRAPHIC DESIGNER

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ryleemegan.com

PROFESSIONAL SUMMARY

Innovative and detail-oriented Senior Website Designer with 7 years of experience in designing user-centric digital experiences. Proficient in creating high-fidelity mockups, responsive web designs, and interactive prototypes. Adept at balancing aesthetic appeal with functionality to deliver compelling and effective digital content. Proven track record of leading design projects from concept to completion, ensuring alignment with business goals and user needs.

WORK & EXPERIENCE

2021-PRESENT
DENVER ZOO
DENVER, CO

2022 Employee of the Year recipient

Web & Graphic Designer

- Led the redesign of the user experience and appearance of the Denver Zoo website to align with new brand guidelines and UX standards.
  - Collaborated with an outside agency to develop a more accessible and user-friendly website experience for all audiences while maintaining conservation story telling.
  - Trained staff from various departments on using WordPress Beaver Builder and Gutenberg Blocks to manage and update website content.
  - Generate high-fidelity web page mockups and responsive prototypes using Figma and Adobe Creative Suite.
  - Conduct user research and usability testing to inform design decisions and improve user experience.
  - Implement best practices for web design, including responsive design principles and accessibility standards.
  - Rebuilt web pages to focus on intuitive navigation, clear calls to action, and visually engaging elements, significantly improving the website's usability.
- Designed a variety of visual assets including social media graphics, banners, posters, infographics, and signage, ensuring a cohesive visual identity across all platforms.
- Conceptualized and designed full exhibit interpretives to represent different cultures and animal ecosystems from around the world.
- Developed a new visual structure for the email storytelling newsletter, focusing on user interface and engagement, which increased open and click rates by 10%.
- Transitioned Denver Zoo's email platform from Mailchimp to Wordfly, and provided training to staff on the new system.
- Followed animal stories and field conservation work to capture moments that best tell their story, planning the sequence of images to create cohesive visual narratives.
- Photographs captured were featured on news stations across Denver County, in People Magazine, and in an Emmy-winning field conservation news documentary.
- Led a volunteer photography committee of 15 members, helping capture sharp, visually compelling imagery and video to support Denver Zoo's mission.

2022-Present
FREELANCE

Web Designer

- Designed and developed the UX and UI for Downing Street Investments-real estate investor in the Central United States
- Provided mockups and potential designs for non-profit organizations

2020
DYNAMIC CONNECTIONS
DENVER, CO

Senior Account Executive

- Utilized marketing systems to enhance client visibility and drive impulse purchases.
- Educated and mentored team members, promoting consistent personal and professional growth.
- Delivered impactful speeches on self-development to inspire and motivate others.

2019
MAKE A WISH
SYRACUSE, NY

Graphic Design Intern

- Created a 26-page annual report highlighting the wish-granting accomplishments of the Central New York chapter of Make-A-Wish.
- Ensured consistent branding by maintaining logos, color schemes, typography, and visual style guides throughout the report.
- Curated imagery to visually represent and celebrate the stories of each wish granted in 2018.

2018
HIPPAWARE
ROANOKE, VA

Marketing Intern

- Created custom illustrations, icons, animated graphics, and visual elements to enhance content and effectively convey messages across digital platforms, including websites and social media.
- Assisted in social media outreach efforts to attract new potential clients.

SKILLS

- **Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premier Pro)
- **Web Technologies:** Basic HTML, CSS, JavaScript, Front-end frameworks
- **Design Principles:** Responsive design, UX/UI design, Typography, Color theory
- **Other:** User research, Prototyping, Motion Graphics, Content management systems, A/B testing, Accessibility standards