

DARREN KRAPE

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SKILLS

Design and development: Extensive experience in visual and interactive design (Sketch, Photoshop, Illustrator, prototyping applications, video editors) and development (HTML, CSS, SASS, JavaScript, jQuery, PHP, SQL, and others).

Marketing and social campaigns: Ten years' experience designing and implementing complex, high profile, multimedia-rich, and multilingual digital campaigns for domestic and international audiences. Five years' experience managing large (2M+) and small online communities.

Tools: Broad experience with a diverse collection of web tools, including blogging platforms (particularly WordPress), analytics and engagement tools, and collaboration platforms.

EXPERIENCE

Mediaspoke

Seattle, WA

Freelance design

2016 – Present

Design, develop, and maintain applications and websites for small businesses and organizations in the Pacific Northwest and across the United States.

Amazon

Seattle, WA

Senior UX Designer, Seller Marketplace

2017 – Present

Lead a UX team to research and design the next evolution of Amazon's Seller Support platform. Responsible for all aspects of design process, from initial problem definition, UX and UI design, prototyping, hand-off to developers, and impact evaluation for several Marketplace programs.

Senior Product Manager, Seller Marketplace

2013 – 2017

Owned and executed product vision, roadmap, UX design, directed engineering teams, and performed extensive data analysis for platforms used by third-party sellers on the Amazon Marketplace. Promoted to Senior Product Manager in 2016 based on performance.

- **Seller Feedback:** Redesigned customer and seller-facing UX components in the feedback process. These changes improved the customer experience and increased case automation rate (from 40% to 57%), reducing contacts by 10% and saving \$1.2M in 2017.

- **Seller Notification Platform:** Owned the creation, design, and development of a platform to alert sellers to important account changes, such as low stock inventory or performance issues, driving \$2M+ in revenue and reducing costs by eliminating ~400K contacts.

HTC

Seattle, WA

Global Social Media Manager

2011 – Present

Owned and managed HTC’s global social media properties, drove coordinated engagement and campaigns with worldwide in-country marketing teams.

- Designed and developed highly successful marketing campaigns to highlight key product selling points, increase community engagement, and improve consumer insight
- Created multi-channel editorial plans and content that frequently exceeded typical industry engagement levels and drove conversations beyond HTC properties and in the global press
- Grew HTC communities by more than two million fans in one year (with minimal ad spend)

United States Department of State

Washington, DC

Senior New Media Specialist

2007 – 2011

- Created, designed, and implemented media campaigns for major international events, including five Obama Presidential trips, delivering millions of impressions and interactions
- Led the Department in the use of new media techniques and technologies; designed new methodologies and tools for identifying influential voices on social networks
- Three Meritorious Honor Awards for supporting prominent Department efforts

World Bank Institute, World Bank

Washington, DC

Web Coordinator

2005 – 2007

Coordinated site management for the Institute’s sixteen web sites, contributed to communication strategies, and provided extensive web design and development services

EDUCATION

Georgetown University

Washington, DC

MA, Communications Culture and Technology

2004 – 2006

University of the Arts

Philadelphia, PA

BFA, Multimedia

2000 – 2004