

# Gregory Koteles

📍 Agoura Hills, CA

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## Professional Summary

Strategic Art Director & Web Designer with 10+ years of experience blending UX/UI, branding, and digital marketing to elevate engagement and optimize conversions. Expert in responsive web design, campaign execution, SEO/SEM, and scalable design systems across platforms like WordPress and Shopify. Proven track record of driving 4000%+ growth in social media reach, managing multi-disciplinary creative teams, and leading initiatives that boost visibility, traffic, and ROI. Currently seeking a leadership role where creative storytelling meets data-driven design.

## Experience

Jan 2017 - Present

### **Art Director**, Ignite Marketing — Los Angeles, CA

- Designed and launched 100+ responsive websites across industries using WordPress, Shopify, and custom-built solutions, achieving a 25%+ average increase in client conversion rates.
- Led cross-platform campaigns (web, print, email, social), contributing to a 60%+ rise in organic traffic and 20,000% growth in engagement within 90 days.
- Built scalable design systems and brand identities that reinforced digital consistency and UX across all channels.
- Introduced A/B testing, user behavior tracking, and heat mapping tools to enhance UX and reduce bounce rates.
- Directed junior designers and collaborated with developers, marketers, and vendors to align creative vision with business goals.
- Managed domain infrastructure, DNS, hosting, WHM/cPanel environments, and registrar platforms.

March 2014 - Nov 2016

### **Web Designer**, Futuredontics/1-800-DENTIST — Los Angeles, CA

- Developed and maintained branded, dental-focused websites for 300+ clients, improving performance and site engagement.
- Designed custom templates, graphics, and educational content that increased user session duration and retention.
- Collaborated with marketing and dev teams to deliver consistent UX and align messaging across platforms.

Feb 2011 - Nov 2013

### **Digital Marketing Producer**, THQ Inc. — Agoura Hills, CA

- Managed and updated THQ.com and game-specific sites to support global launches for AAA titles.
- Led the creation of branded landing pages, email campaigns, and social media assets seen by millions.
- Coordinated with producers and brand managers to plan digital marketing strategies and optimize reach.

May 2006 - Jan 2011

**Senior PC Lead (QA / Digital Support)**, THQ Inc. — Agoura Hills, CA

- Directed quality assurance efforts for top-tier PC game launches, streamlining testing for performance, UX, and stability.
- Led a hybrid team of 45+ QA testers across local and international sites, ensuring timely delivery and cross-platform consistency.
- Contributed artwork and writing to several game titles, earning official in-game credits.

June 2000 - April 2006

**Staff Writer**, The Acorn Newspaper — Agoura Hills, CA

- Reported on local government, education, and human interest stories for a publication with over 135,000 readers.
- Awarded for investigative journalism and editorial writing, building a strong foundation in communication and storytelling.

## Education

**Pierce College**, Woodland Hills, CA — AA in Journalism

- *Editor-in-Chief, Pierce College Roundup*

## Skills & Superpowers

### Design & UX

Graphic design, UX/UI, art direction, branding, wireframing, design systems, A/B testing, accessibility, visual storytelling, conversion rate optimization (CRO)

### Web Development

HTML, CSS, JavaScript, jQuery, PHP, Liquid, WordPress, Shopify, Drupal

### Software & Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Canva, Figma, Sketch, Microsoft Office, Google Workspace

### Marketing Platforms

SEO/SEM, Google Analytics, Mailchimp, Constant Contact, Meta Business Suite, Zapier, Hootsuite, Linktree

### Project Management & Ops

Slack, Microsoft Teams, Jira, Monday, Basecamp, Zendesk, WHM/cPanel, WHMCS

## Achievements

- Increased social media reach by 4200% and engagement by 20,000% in under 3 months through targeted digital campaigns.
- Expanded Futuredontics' Web Director division to 300+ clients through strategic UX and branding improvements.
- Managed large-scale QA teams across global game releases for top franchises including *Saint's Row: The Third* and *Voltron: Defender of the Universe*.
- Recognized for leadership in campaign strategy, brand consistency, and cross-functional collaboration.