

Helen Trileski

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Senior Front-End Web Designer & Developer

Senior Front-End Web Designer & Developer with deep expertise in UI design, front-end development, and digital branding. Extensive experience designing corporate websites, internal applications, promotional pages, and marketing campaigns that are both visually impactful and high-performing. Skilled in HTML, CSS, Bootstrap, and Figma, with a strong focus on responsive design, accessibility, and cross-browser compatibility. Experienced in collaborating with developers, marketers, and stakeholders to deliver clean, user-friendly digital experiences that support business goals and enhance brand presence.

Technical & Business Skills

HTML5 | CSS3 | UI Design | Responsive Design | Bootstrap | JavaScript

Adobe Creative Suite (Photoshop, Illustrator, XD) | Figma | Balsamiq | Canva | Wix

Git/GitHub/GitLab | SEO

Cross-Functional Team Collaboration

Project & Time Management

Professional Experience

Mary Ann Liebert, Inc., New Rochelle, NY

Sr. Web Designer

06/2009 – 05/2025

- Designed, developed, and maintained multiple company websites, including the flagship site hosting over 80 scientific journals, as well as internal web applications and microsites.
- Managed time effectively to complete projects ahead of deadlines, streamlining workflows prior to new process improvements.

- Partnered closely with software developers to implement complex functional and business requirements.
- Designed wireframes, high-fidelity mockups, and prototypes to communicate user experience solutions and drive UI decisions.
- Maintained brand consistency and UX standards across all digital products and services.
- Performed QA testing and troubleshooting to ensure cross-browser and mobile responsiveness.
- Stayed up to date on emerging technologies, design trends, and best practices in UI/UX.
- Designed a modular microsite template system, cutting campaign launch time in half.
- Collaborated closely with editorial team to deliver high-performing web experiences for researchers, authors, and reviewers.
- Designed, developed, and maintained the company's flagship publication's annual Media Kit website, ensuring up-to-date content, consistent branding, and responsive design aligned with marketing objectives.
- Implemented BlueConic's customer data platform code across company websites, enabling real-time data collection, unification, and activation for personalized user experiences and targeted marketing campaigns.
- Designed and implemented custom forms within HubSpot CMS, leveraging HubSpot Marketing Hub for inbound marketing automation, lead capture, and performance analytics.

Nielsen Company, New York, New York

Web Developer

07/2004 – 12/2008

- Developed and maintained multimedia-rich websites supporting music releases, television shows, and film productions.
- Collaborated with creative and production teams to deliver dynamic web experiences.

Education

BA, Kiev University

Portfolio

www.helentrileski.com (Password to Portfolio pages provided in cover letter)