


# KELLI JO REICHERT


WEB + UX + GRAPHIC DESIGNER

## CONTACT

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 MISSREICHERT.COM

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LENEXA, KANSAS 66219

## EDUCATION

### INTERACTIVE MEDIA & WEB DESIGN

Lindenwood University  
December 2015

### HIGH SCHOOL DIPLOMA

Brunswick High School  
May 2012

## SKILLS

HTML

CSS

JAVASCRIPT

UX / SOLUTION DESIGN

GRAPHIC DESIGN

ADOBE CREATIVE SUITE

MICROSOFT OFFICE

COMMUNICATION

EMAIL CAMPAIGNS

THRIVES IN A FAST-PACED  
ENVIRONMENT

## EXPERIENCE

### SOLUTIONS DESIGNER

AutoAlert - Kansas City, MO  
August 2017 - current

- performed as lead designer of all digital materials, including the company website and subsequent company product landing pages
- worked in tandem with media logistics and developers to complete tasks based on strategizing, programming, and graphic design
- charged with the creative design of company logos and company branding projects

### GRAPHIC DESIGNER

AutoAlert - Kansas City, MO  
January 2016 - August 2017

- promoted the company's software through email campaigns, print ads, and social media platforms
- created elaborate event promotions for nationwide conferences including full-page magazine advertisements, party promotions, and online graphics
- co-founded and designed a break-through industry magazine created for dealers, by dealers

### USER EXPERIENCE DESIGNER

Missreichert.com - Kansas City, MO  
January 2015 - current

- proposed and designed websites with businesses, foundations, and cities to advertise their events and/or services
- produced logos, essential wedding pieces, social graphics, and t-shirt designs for individuals and businesses
- created full user experiences for mobile applications and online applications