

Hello, I'm Kelli Reichert.

USER EXPERIENCE AND APPLICATION DESIGNER

Experience

Product Designer

Built Well Studio | May 2019 - Feb 2020

As the sole designer, I covered all of product design - from application branding to user experience. My primary responsibility was to drive all aspects of the creative, ensuring high quality products and applications.

- Created brands for industry-breaking startups and successfully helped them brand across their respected platforms
- Constructed complete website designs in Adobe XD, utilizing Zeplin for CSS to assist the developer working on the client
- Directed UX and UI designs that turned into fully functioning component-based applications
- Expanded my knowledge of user experience by keeping up with industry trends and delivered those findings to the team for future implementation

Solutions Designer

AutoAlert | Aug 2017 - May 2019

Moving into this role at AutoAlert boosted my experience of working with development, production, and marketing teams. It was important that I interacted and delivered effective and efficient solutions on time to each team.

- Established the user experience for the interface of the company's revolutionary web and mobile application: Pando
- Created a complete style guide for Ford Pilot Programs composed of offer letters, email campaigns, and personalized landing pages
- Enhanced the look of the company's best-selling product by designing a full icon set used across the entire interface
- Provided direction to the development team when applications generated an interface issue

Mailing Address

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Contact Information

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Expertise

- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Wordpress
- HTML
- CSS
- UX / UI Design
- Bootstrap
- Web Design
- Branding

Education

BA in Communications

Lindenwood University

Interactive Media + Web Design
December 2015



Experience (continued)

Graphic Designer

AutoAlert | Jan 2016 - Aug 2017

Working with the AutoAlert creative marketing team, I designed and produced artwork for promotional materials pieces for the corporate company, as well as the company's industry-leading magazine, Modern Dealership.

- Designed campaigns to promote company products and software through email, print ads, and on the company website
- Created elaborate event promotions for nationwide conference parties including full-page magazine advertisements, VIP passes, and promotional social graphics

Graphic and Web Designer

MissReichert.com | Jan 2015 - current

It's important to keep my mind sharp by consistently working on projects. Educating myself and working on my skills every day is what keeps me up-to-date and involved in this ever-evolving industry.

- Met with clients either in person or via online to discuss the scope of various different projects (branding, websites, apps, etc.)
- Consulted with clients on the best strategies to make the most of social media, online recruiting platforms, and their websites
- Created entire brands including logos, typography, color palettes, and websites
- Volunteered to create and update branding projects for important fundraisers and causes that I am passionate about
- Ensured 100 percent customer satisfaction by providing open communication to clients and allowing them to have multiple rounds of feedback and revisions

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References

Doug Niccum

Full-Stack Developer

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Julian Johnston

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Beth Moore

User Experience Expert

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