

# Hello, I'm Kelli Reichert.

DIGITAL DESIGNER

## Experience

### Graphic Designer

Archer Education | April 2020 - current

Since beginning employment in April of 2020, Archer Education has provided me with the necessary skills to advance my graphic design career. I have not only mastered social ad designs, but I have also increased my knowledge in email campaigns and video production.

- Created social ads for higher education institutions, such as colleges and universities
- Produced video advertisements for clients needing dynamic content for social platforms, including YouTube and Facebook
- Structured email campaigns, as well as templates, in collaboration with the copywriters and marketing strategists
- Vocalized opinions and suggestions in important client meetings to kickstart the creative process

### Integrated Designer

Intouch Solutions | Contract - 2 Months

During my contract with Intouch Solutions, I also able to experience so much in a short amount of time. I am very grateful for the time I spent with the Studio Department. I was shown importance of paying attention to detail across all platforms: web, print, and design.

- Worked with Art Directors to refine creative concepts for print, digital and media executions
- Monitored quality control to ensure creative standards were followed
- Troubleshooted challenges with internal teams and vendors
- Packaged artwork and released final files to vendors and reviewed printer proofs for production

## Contact Information

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## Expertise

- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe Creative Suite
- Wordpress
- HTML
- CSS
- UX / UI Design
- Bootstrap
- Web Design
- Branding
- Email Campaigns

## Education

BA in Communications

Lindenwood University

Interactive Media + Web Design

December 2015

# Experience ( continued )

## 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

## Graphic + Solutions Designer

AutoAlert | Jan 2016 - May 2019

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

## Digital 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

## References

Doug Niccum

Full-Stack Developer

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