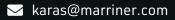
CONTACT



🌙 (443) 852-1468 🛛 🕅 🕅 🗇 何 🗗

SKILLS

Digital Production, HTML Emails, Dynamic Rich Media Ads, Illustration, UX/Usability, Responsive Web Design & Development, Brand Identity

EDUCATION

Towson University

Graduate Studies (2006-2010)

• Interactive Media Design Post-Baccalaureate Certificate

Towson University Undergraduate Studies (2006-2010)

- B.S in Mass Communication Advertising Concentration
- B.F.A. in Art + Design Digital Art + Design Contentration

CERTIFICATIONS

SharpSpring (Constant Contact)

- Agency Onboarding & Certification
- Marketing Automation Essentials

Google Digital Academy(Skillshop)

- Google Studio Basics
- Google Web Designer Basics
- Google Ads Apps Certification
- Google Ads Display Certification
- Google Creative Certification

AGENCY AWARDS

45th American Advertising Awards AAF Baltimore - 2018 (Silver)

- Cholula Branding^{*}
- ٠ Perdue Retail Website Redesign*

46th American Advertising Awards AAF Baltimore - 2019 (Gold)

• Maryland Tourism "Open for It" Campaign*

KARA SIEGERT

Senior Digital Designer

CAREER SUMMARY



With a foundation in UX strategy and over 10 years of industry experience, from concept to creative, design to development, I specialize in the full-spectrum of digital production. Currently, I'm a Senior Digital Designer at Marriner Marketing in Columbia, MD and I work on campaigns in foodservice and hospitality.

PROFESSIONAL EXPERIENCE



Marriner Marketing **Senior Digital Designer Production Designer**

Columbia, MD January 2022 - Present May 2018 - January 2022

Design and digital production of websites, landing pages, responsive HTML emails, dynamic rich media & static banner ads and interactive media assets for web platforms and online publications.

Dragonbridge, Inc.

Germantown, MD September 2016 - May 2018

Graphic & Web Designer Designed and built rich media HTML banner advertisements, created multilingual print ads & promotional marketing materials and developed interactive media and web content.

RED-90, LLC

Baltimore, MD

Freelance Designer, Owner

September 2011 - May 2018 Founded a small business that offered design services to the lacrosse community. Created brand identities, websites and custom printed team gear for NCAA D1 women's programs, players and coaches.

BBDO Atlanta

User Experience Strategy Intern

Atlanta, GA

Assisted the UX lead in the digital production and documentation of interactive ad campaigns and mobile app experiences for REI, AT&T, Florida Orange Juice and Bayer Crop Science.

APPS & SOFTWARF



ADOBE Illustrator/Photoshop/InDesign/Dreamweaver/XD | GOOGLE WebDesigner/Ads/Marketing WEB/UX Bootstrap | Wordpress | SharpSpring | Umbraco | InVision | Figma | HTML+CSS | Zeplin

September 2011 - 2012



BDO