

BRIANNA KARLE

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OBJECTIVE

Driven Digital Designer and Communications Manager with a passion for User Experience (UX) and Brand Strategy.

Exceptional leadership and customer interaction skills, having received three awards for outstanding customer satisfaction. Effective team leader and collaborator with experience leading small teams in web design and in other fields.

TECHNICAL SKILLS

- HTML5
- CSS3
- jQuery
- JavaScript
- Adobe Illustrator
- Adobe Photoshop
- PHP
- Adobe Dreamweaver
- MySQL
- Adobe Acrobat
- WordPress

EDUCATION

Web Design Certification- *Seattle Central College*

- President's List
- Expected Graduation in 2017

BA Political Science- *Colorado State University*

- Minor in Anthropology
- Graduated 2010

EXPERIENCE

OHA Vital Organic Skincare *Communications and Content Manager* 2016-present

- Grew online profits by over 9% in the first year
- Runs all advertising campaigns, social media, mailing list, and blog
- Designs all graphics for advertising and website
- Updates and creates website content
- Performs general office work
- Redesigning WordPress e-commerce website as a team

Circle Systems *Website and Branding Redesign* 2016

- Designed an entirely new brand and logo for the company

- Worked on a team to create a new custom WordPress theme
- Created all graphic materials, including software packaging, business cards, letterheads, and custom website graphics

Washington Junior Golf Association (WJGA) Website Redesign 2015

- Worked on a team to create a clear, consistent, and responsive WordPress website
- Headed usability sessions in order to design the content layout for the website
- Trained client in WordPress; held in-person training sessions and built tutorials.

MellyB Wellness Website Redesign 2015

- Designed an entirely new brand and logo for the company
- Used PHP to make site dynamic and develop site-wide consistency
- Implemented reCAPTCHA on forms to increase security for vendor and clients

Bad Jimmy's Brewing Co. Website Redesign 2015

- Introduced a new brand based on existing logo and Taproom atmosphere
- Created wireframes and visual designs on Adobe Illustrator
- Organized the website hierarchy to best suit user needs
- Reached out to customers on social media, to drive business to the company

Kiss Cafe Website Redesign 2015

- Created a dynamic website using substantial JavaScript and jQuery
- Converted InDesign menu into readable web document using Adobe Illustrator
- Constructed responsive site that renders correctly on desktop and mobile devices

Jimmy John's Gourmet Sandwiches PIC (Person in Charge) 2007-2010

- Led small teams of three to nine people at a time
- Trained all new hires
- Performed management tasks such as data entry, complaint handling, and interviewing/hiring new employees