

KAITLYN ENGELSON

DIGITAL DESIGNER

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303-815-2160

SKILLS

Technical (tools and languages)

Adobe CC- Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Adobe XD

Interface Design-Figma, Sketch, Wordpress, Shopify

Programming Languages- HTML, CSS, Javascript, jQuery, P5, Python, AR/VR markers/3D experiences

User Data - AdManager, Google Analytics, SEO

Conceptual (ideologies and strategies)

Design- Gestalt Principles, Persona Development, Paper Prototyping, Storyboarding, Responsive Design, Brainstorming, Wireframing, Information Architecture, Iconography

Research- A/B Testing, Usability Testing, Surveying, Marketing, Analytical Skills

WORK EXPERIENCE

Digital Content Manager-Shirt School
Tulsa, OK | September 2020-Current

- Independently edits and manages weekly professional Youtube videos, 2k+ increase in subscribers since March
- Manages and stylizes online course material (Kajabi)
- Produces and manages end - to - end Shopify stores for clients. 11 Shopify Stores built since April

Marketing Associate-Shelter Insurance

Tulsa, OK | May 2020-September 2020

- Assists agents in optimizing online presence. Duties include media planning/buying, social media management, SEO, and email production to help them achieve their goals for thier businesses.

Digital Marketing Intern - Abby Sparks

Denver, CO | September 2018-January 2019

- Spotlighted high traffic landing pages to improve key metrics and design based on user needs to drive conversion upon visitation.
- Worked with marketing team to brainstorm, write copy, and generate content for socials.

PROJECTS

Winter Park Resort - Visual Designer

January 2020-May 2020

Collaborated with advertising team to brainstorm a campaign.

Upon idea finalization, served as creative designer to execute print, social, banner ad, and video strategies to present to Winter Park's marketing team.

Bet Mobile Application - UX/UI Designer

September 2019-December 2019

Independently brought an app idea to life end - to - end by problem solving. I conducted research, created visual identity, wireframes, and ultimately a usable product prototype.

Interactive Infographic - UX/UI Designer

January 2019-May 2019

Created an educational clickthrough presentation. Quantitative statistics were pulled from research, and brought to life in a data - visualized, working, user - tested prototype.

CoffeeLearn Quiz Application - UX/UI Designer

January 2018-May 2018

Based on interview and research, independently designed and prototyped an app to help users identify what coffee they might like. Used atypical components to enhance product experience.

EDUCATION

Bachelor of Science - Media Design

University of Colorado Boulder

College of Media & Communication Class of 2020

Relevant Coursework: Design Concepts, Mobile Application Design, Principles of Design, Design for Social Innovation, Campaigns, Story Design

Minor in Technology, Arts, and Media

College of Engineering & Applied Science

Relevant Coursework: Typography, Web, Interface Aesthetics, Image, Computational Foundations

Certifications

Google Digital Garage Digital Marketing Certification

Facebook Blueprint Digital Marketing Certification