

Caitlyn Burkemper

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Skills

Creative Problem Solving
Critical Thinking
Leadership
Public Speaking
Teamwork
Time Management

SOFTWARE

Adobe Acrobat
Adobe After Effects
Adobe Creative Suite
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Figma
Google Analytics
InVision

GRAPHIC DESIGN

Branding
Digital and Print Design
Typography

UX / UI DESIGN

Mobile Application Design
Prototyping
Usability Testing
User Flows
User Research
Wireframing

WEB DESIGN

HTML5 / CSS
Shopify
Wix
Wordpress
WooCommerce

Education

BACHELOR OF SCIENCE IN INTERACTIVE DIGITAL MEDIA: VISUAL IMAGING

Northwest Missouri State University | 2017

Experience

SENIOR GRAPHIC DESIGNER AND WEB CONTENT MANAGER

Glideaway | 2021 - Present

- Led the research, design, and development of corporate, internal, and e-commerce websites
- Increased page views by 54% and increased engagement rate by 32%
- Increased traffic to self-solving documentation by 119% and decreased customer service calls
- Improved the user experience and site functionality for B2B and B2C end users

SENIOR GRAPHIC DESIGNER AND CREATIVE COORDINATOR

Glideaway | 2018 - 2021

- Provided art direction for materials used in retail locations and trade show spaces
- Developed online system of marketing materials for internal and external sales
- Measured the results of marketing strategies and present findings at bi-weekly meetings
- Oversaw the efficient use of project budgets of up to \$20,000

GRAPHIC DESIGNER

Glideaway | 2017 - 2018

- Designed and improved product packaging, instructional materials, and sales training tools
- Managed several projects, consistently meeting strict deadlines and budget requirements
- Developed cohesive brand identity

GRAPHIC ARTIST MANAGER

Northwest Student Media | 2015 - 2017

- Hired, trained, and managed a team of four graphic artists
- Oversaw all print and digital advertisement design
- Conceptualized and produced all in house promotional products

ART DIRECTOR

Knacktive | 2015 - 2017

- Competed in a team setting to create innovative solutions for real clients
- Developed strategies to connect with target audience
- Responsible for art direction of media plan and pitch deck