

## CONTACT

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📞 (443) 852-1468    

## 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

### 45<sup>th</sup> American Advertising Awards

AAF Baltimore - 2018 (Silver)

- Cholula Branding\*
- Perdue Retail Website Redesign\*

### 46<sup>th</sup> American Advertising Awards

AAF Baltimore - 2019 (Gold)

- Maryland Tourism "Open for It"  
Campaign\*

\*AAF awards won by Marriner;  
credited as Production Designer

# 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

Columbia, MD

Senior Digital Designer

January 2022 - Present

Production Designer

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

Graphic & Web Designer

September 2016 - May 2018

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

Atlanta, GA

User Experience Strategy Intern

September 2011 - 2012

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 & SOFTWARE



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