



# KARA SIEGERT

## SENIOR DIGITAL DESIGNER

### About

With a foundation in UX, I'm obsessed with delivering meaningful, strategy-driven designs that stand out in the digital space.

I specialize in all things digital production—responsive front-end web design and development, static and dynamic display ad creatives, email marketing, interactive prototyping, branding and print design.

I have over 10 years of agency experience and currently am a full-time Senior Digital Designer at marriner marketing in Columbia, MD.

### Skills

- Graphic Design & Brand Identity
- Front-End [Web] Design & Development
- Responsive/Mobile Design
- Rich Media Display Advertisements
- Interactive Prototypes
- UX/UI/Usability
- Content Management/HTML/CSS
- Design Systems & Digital Media Templates
- [Physical] Print Design & Production

### Education

 **TOWSON UNIVERSITY**  
GRADUATE / 2010 - 2011

- Interactive Media Design
- Post-Baccalaureate Certificate

 **TOWSON UNIVERSITY**  
UNDERGRADUATE / 2010 - 2011

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

## Work Experience



### SENIOR DIGITAL DESIGNER

MARRINER MARKETING | COLUMBIA, MD

2018 - PRESENT

- Design and production of websites, campaign landing pages, responsive emails, rich media banner ads and web-based assets.
- Creation and development of templates for display ads, social media posts, emails and digital media.
- Content management of websites, including asset creation and image/video optimization for web-based media.
- Development of design systems and visual guidelines for digital web elements, layouts and components.
- Design and documentation of detailed interactive prototypes for desktop and mobile experiences.



### GRAPHIC/DIGITAL DESIGNER

DRAGONBRIDGE, INC. | GERMANTOWN, MD

2016 - 2018

- Developed multilingual rich media banner ad campaigns for Fitzgerald Auto Mall dealerships in Maryland and Pennsylvania.
- Designed logos, branding assets, and promotional marketing materials for local businesses, nonprofit organizations, and political campaigns in the greater Montgomery County area.



### UX STRATEGY DIGITAL PRODUCTION

BBDO ATLANTA | ATLANTA, GA

- Assisted the Director of UX and the digital production team with QA testing for mobile applications and interactive ad experiences.
- Documented usability findings and created functional specification reports, wireframes, and process flows for clients including AT&T, REI, Florida Orange Juice and Bayer Crop Science.

## Platforms & Applications



### Certifications



- Creative Certification
- Ads Display Certification
- Display & Video 360 Certification
- Google Studio Basics
- Google Web Designer Basics

  
from Constant Contact

- Marketing Automation Essentials
- Agency Onboarding & Certification

### Awards

 **aaf** american advertising federation  
 **AMERICAN ADVERTISING AWARDS**

#### SILVER ADDY AWARDS

- Cholula Branding
- Perdue Retail Website
- J&J Snack Foods Website

#### GOLD ADDY AWARDS

- Maryland Tourism "Open For It"

*Awards won at marriner marketing 2018 - 2024; credited as Digital Production Designer*

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