

# Kirsten Rich

Graphic Designer

Portfolio: [kirsdesigns.com](https://kirsdesigns.com)

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## STATEMENT

I genuinely love every part of the design journey. From those first sparks of inspiration to the final polish. I've had the chance to explore a variety of design styles and projects, and now I'm excited to grow my skills even more in the digital world.

## WORK EXPERIENCE

March 2023 - Present

### Hoffman York

Digital Designer - Milwaukee, WI

- Performed wide range of graphic design responsibilities, such as crafting social media assets, designing animated digital banners, creating illustrations, development of UX/UI website processes, and conceptualizing new business Request for Information (RFI) proposals.
- Led design efforts for both in-house and client-based projects.
- Effectively communicated ideas during client-facing presentations.

November 2021 - March 2023

### Bader Rutter

Designer - Milwaukee, WI

Worked to style digital and print assets:

- Created brand identity concepts, ad campaigns, social media assets, expo design, packaging and UX/UI design
- Created a positive approach to work through tight timelines and challenges
- Acted as creative director and designer for multiple in-house and client-based projects
- Communicated my ideas during client-facing presentations
- Updated and maintained consist brand standards to reduce scattered visual messaging

March 2020 - November 2021

### SunAnt Interactive

UI/UX/Graphic Designer/Project Manager - Elm Grove, WI

Worked directly with clients to create innovative website designs up to 2021 standards:

- Initiate kick-off meetings between team and client
- Acted as both project manager and designer in an untraditional role
- Designed multiple visual design iterations for client feedback (UI)
- Move project into development stage considering UX

## EDUCATION

2015-2019

### University of Wisconsin-Stout

B.F.A. Graphic Design and Interactive Media

## KEY SKILLS

Adobe Creative Suite  
Wordpress - Avada, WPBakery, Elementor  
Basecamp  
Microsoft Office Suite  
Project Management  
Client Relations  
Website Development - UI/UX  
Animation Development

## AWARDS & ACKNOWLEDGMENTS

### The 99 United Adworkers 2024

Bronze Winner

### Communication Arts 2023

Shortlist Winner

### Packaging of the World 2019

Featured on Site

## SIDE WORK

2020 - Present

### The Printed Post Paper Goods

Digital Designer - Invite Business

2020 - Present

### Freelancing

Graphic/UI/UX Designer

2020 - April 2021

### Fuze Creative

Contracted Graphic Designer

2020 - 2024

### Totaltek

Contracted Graphic Designer