



KARA M. SIEGERT

DIGITAL GRAPHIC & WEB DESIGN



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DESIGNER PROFILE

The illusion of visual perfection can only be achieved when the delicate balance between creativity and functionality becomes more than a mission, but rather an unwavering mindset. An innate self-made determination continually encourages the application of innovative strategy and discovery of unique solutions. Constantly evolving as an individual, yet driven to be selfless contributor in an environment that believes in defying the confines of reality with the creativity of a limitless infinity.

EDUCATION

B.S. in Mass Communication – *Towson University* | May 2010
Concentration: Advertising, Minor: Studio Art; GPA 3.334

Interactive Media Design Graduate Program – *Towson University* | May 2011
Web Design & Interactive Media Certificate; GPA 4.0

EXPERIENCE

FREELANCE WEB DESIGNER & DEVELOPER | Towson, MD

2010 - Present

- **Current Projects** – STEP UP Lacrosse & Onenine Lacrosse – designed companies' graphics, logo/brand identity, and all web content; customized unique page layouts, structured unique CSS/HTML for each site, developed necessary functionality to comply with UX requirements/business objectives, devised/revised copy and implemented an organizational structure of information based on IA standards; currently manage hosting service, domain names, site updates/maintenance, and regularly plan for future site phases
- **Pending Projects** – Check-Hers Elite Lacrosse Club – designed graphic interface for the organization's 2012 website; created custom graphics and a thematic visual experience; recreated two of the original style sheets (developed by Stone Alley) to prototype the redesign within the developer's CMS-based site structure; created a new style sheet to fit within the structure and reflect the updated design
- **Upcoming Projects** – JMoLax (feat. Impact Lacrosse) & Foursight Lacrosse – official site launch dates TBD
 - JMoLax – implementing a solid structural web layout (HTML/CSS); customizing JavaScript photo gallery to feature client's current clothing line; designing logo/brand identity for branch of JMoLax, 'IMPACT Lacrosse' (tentative release date – mid February 2012).
 - Foursight Lacrosse – graphic design (logo, digital, and print) and complete web design/development. Creating custom structure/functionality to promote the clients' summer lacrosse events (tentative release date – March 2012).

UX STRATEGIST INTERN – *BBDO Atlanta* | Atlanta, GA

2011

- **UX Documentation & Wireframes** – AT&T's 3x Faster iAd Campaign – created wireframes and process flow documentation (Visio and Omnigraffle) for AT&T's 3x Faster iAd (for iPhone and iPad); gained strong understanding of the Apple iAd Developer Standards and limitations as developers to consider in UX documentation.
- **Functional Specification Documentation** – Bayer CropScience's Luna Online Experience – conducted a UX report on the usability of the interactivity upon engagement with the Flash module/microsite; this analysis provided the foundation for final revisions prior to launching the module and the structure of the document became a standard for examining current projects when determining future revisions.
- **Functional-Technical Specifications & FBML** – Florida Department of Citrus (FDOC) Fan Page – developed a Functional-Technical Specification "hybrid" report to document the current functionality/developer structure of the FDOC Facebook Fan Page; analyzed the FBML implemented in the customized FDOC page tabs and gained technical understanding of Facebook-specific web development.
- **QA, UI, UX Evaluation/Testing** – REI SoHo Grand Opening – QA tested/conducted UX evaluations for promo app, "FIND OUT NY: Augmented Reality" (for iPhone/Android); tested app on both devices, documented technical bugs, copy errors, and content inconsistencies that affected the interface, usability, and/or functionality; analyzed each build/provided a QA report summary (via .xls), consolidating feedback from entire digital team. For REI SoHo promo #2, similar evaluation was conducted same evaluation for "Virtual Backpack Facebook App" in which wireframing diagrams were constructed to provide a more accurate view and graphic interface evaluation.

FREELANCE GRAPHIC DESIGN | Baltimore, MD

2010 - Present

- **Single-Page Layout** – The Reel Inn Bar & Grille – designed the 2011 seasonal menus & gift certificates for the Ocean City, MD dock bar.
- **Clothing Graphics** – Towson Women's Lacrosse Apparel– designed 2011 CAA Conference Championship T-shirt, 2011 Towson Alumni summer tournament team logo, and the 2012 independent clothing order design; all graphics vector-based for optimized printing.
- **Marketing Materials** – CBS Group – designed a variety of marketing material templates for the Severna Park branch of the facilities management company; designed graphics for cover pages, sell sheets, letterhead, envelopes, business cards.
- **Meelance Freelance** – Current Clients – GD branch of my freelance web design & development; optimized digital graphics specifically for non-electronic media to provide current clients with the option to have a consistent company image off the screen as well; services range from designing personal business cards (clients can choose from my 20+ original templates or request a new design customized to their standards), informational sheets, event flyers, posters, banners, as well as event-specific graphics for apparel are created upon request. Most recent project – Step Up Lacrosse promo poster featuring Becky Clipp.

COMPANY REPRESENTATIVE – STX Lacrosse & Field Hockey | Baltimore, MD

2008 - 2011

Promoted the STX brand across the country at women's lacrosse & field hockey events held throughout the year. Contributed to the planning and execution of product demos and promotional contests for consumer engagement. Developed advertising strategy and effective marketing techniques by engaging a diverse consumer demographic and conveying complicated product features in a concise, informational approach. Measured consumer response/reach by analyzing questionnaire data and implementing the SPSS Statistics software to determine brand awareness and future purchase behavior. Designed a standard structure/framework for future event questionnaires.

AFFILIATIONS

TOWSON UNIVERSITY WOMEN'S LACROSSE – Towson University | Towson, MD

2006 - 2011

Four-year defender of the Division I Towson University Women's Lacrosse Team. Earned two CAA Conference Championship titles and received three NCAA Tournament bids, ranking in the Top 20 three consecutive years (2008-2010). Recipient of the 2010 Towson Women's Lacrosse Unsung Hero Award. Volunteer graduate assistant coach for the 2010 – 2011 season.

COLONIAL ATHLETIC ASSOCIATION COMMISSIONER'S ACADEMIC AWARD – Towson University | Towson, MD

2007 - 2010

Earning a 3.2 GPA or higher based on semester performance while in season a NCAA Division I student-athlete.

SKILLS & STRENGTHS

PRIMARY ASSETS

- **Graphic & Web Design**
- **Client-Side Scripting**
- **IA, UX/UI Strategy**
- **CSS/HTML/XHTML**
- **Web Production & Management**

DIGITAL STRATEGY

- **UX Documentation** – wireframes, process flows, and site maps documentation
- **Functional Specification Documentation** – proficient in functional and technical project analyses; designed a FS template for optimal organization when reporting a detailed UX analysis
- **IA/UX Strategical Planning** – strong understanding of effective content organization
- **QA Testing & Usability Reports** – precisionist mentality allows for an accurate perception of usability standards that can be immediately organized in a manageable format to developers

TECHNICAL SKILLS

- **Adobe CS5** – Photoshop, Illustrator, Dreamweaver, InDesign, Fireworks, Acrobat Pro
- **Microsoft Office** – Visio, Word, Powerpoint, Excel
- **Apple iWork** – Pages, Keynote
- **Other** – Omnigraffle, IBM SPSS (Statistic Analysis), Facebook Platform, Apple iAd