



KARA SIEGERT

Senior Digital Designer

Driven by a passion for user-centered design, I craft digital and physical experiences that are strategic, engaging, and visually refined.

I specialize in responsive front-end web design and development, interactive prototyping, display ad creatives, responsive email design, graphic brand identity, and physical print production.

With over 11 years of agency experience, I lead creative digital initiatives full-time as a Senior Digital Designer at Marriner Marketing.

Professional Skills

- Graphic Design, Brand Identity, and Illustration
- Front-End Web Design & Development
- Responsive & Mobile Web Design
- Rich Media Display Ads & Digital Media Design
- Interactive Prototypes & Web Design Systems
- UX/UI Design, Wireframes, and Content Mapping
- HTML/CSS, basic PHP/JS, and CMS web platforms
- Responsive HTML Emails & Asset Optimization
- Print, Product, and Physical Design & Production

Education



Towson University
UNDERGRADUATE

- BS in Mass Communication - Advertising Track
- BFA in Art + Design - Digital Art Concentration

POST-GRADUATE

- Interactive Media Design Post-Baccalaureate Certificate Program

Agency Experience



Senior Digital Designer (Current Position)

MARRINER MARKETING

COLUMBIA, MD

- Designed and produced websites, landing pages, responsive emails, and digital display ad creatives.
- Created templates and web guidelines for digital media, display ads, email assets, and social posts.
- Managed website content, including image creation and optimization for web platforms and online distribution.
- Developed interactive prototypes, wireframes, and web design systems for websites and campaign landing pages.



Graphic/Digital Designer

DRAGONBRIDGE, INC.

GERMANTOWN, MD

- Developed multilingual rich media banner campaigns and print advertisements for Fitzgerald Auto Mall car dealerships.
- Designed logos, branding assets, and promotional marketing materials for local businesses, nonprofits, and political campaigns throughout the Greater Montgomery County area.



UX Strategist/Digital Production Assistant

BBDO ATLANTA

ATLANTA, GA

- Assisted the Director of UX and the digital production team with QA testing of mobile applications and interactive ads.
- Documented usability, evaluated user experience, and created functional specifications, wireframes, and process flows for digital media applications and web-based experiences.

Applications & Platforms



Certifications



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



- Webflow 101 Certification



- Marketing Automation Essentials & Agency Onboarding Certification

Agency Awards



Gold ADDY Award (Baltimore)

- Maryland Tourism "Open For It" Campaign (2020)

Silver ADDY Awards (Baltimore)

- Cholula Foodservice Interactive Branding Campaign (2019)
- Perdue Chicken Website (2019)
- J&J Snack Foods Website (2025)
- Maryland Tourism "You're Welcome" Campaign (2024)

References available upon request.



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