

kara

R O Y E R

EXPERIENCE

Designer, Vala Marketing

May 2019-April 2021

Design website interfaces, build and maintain websites using WordPress along with other industry-standard platforms while working directly with a variety of clients to create printed materials from kickoff to completion.

Graphic Designer, Aisle Rocket

May 2018-May 2019

Design print and web advertising materials for Whirlpool, Maytag and KitchenAid brands that are sell their retail products in other businesses like Lowe's, Home Depot and Menards. Worked directly with copywriters, developers, management, production and account teams to provide a high standard and quality of work on all projects.

UX/UI Designer, Morley

May 2017-May 2018

Styled registration websites and created printed design pieces according to client branding guidelines for companies such as Hyundai, Buick, Chevrolet, GM and Cadillac for reward programs for high-selling dealerships across the nation, and improved internal company intranet user experience while developing a pattern library to establish digital branding standards for the organization.

Design Project Cener Intern, Ferris State University

August 2016-May 2017

Worked as part of a five person team to design and develop the design and brand for the MindShare 2017 event, which included client and vendor management and communication, user research, concept development, wireframing, extensive prototyping, web development, prepared files for print and pre-press, and production of event materials.

EDUCATION

Ferris State University

Big Rapids, Michigan

Bachelor of Science

College of Business

Graphic Design

SKILLS

Expertise

Brand Development
Budgeting
Collaboration
Communication
Design Process
Design Thinking
Editorial Layout
Event Planning & Coordination
HTML5, CSS 3 & SCSS
Organization
Pre-Press Production
Presentations
Project Management
Prototyping
Quick Learner
Research
Storytelling
Strategizing
Teamwork
Time Management
Typography
UX/UI

Technology

Adobe Creative Cloud
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Google Suite
iWork Suite
Mac OS
Microsoft Office
Slack
WordPress