

Graphic & Web Designer experienced in visual design and WordPress as well as front-end web development. Adept at creating relevant and appropriate graphics for print or web, identifying areas for improvement in User Interface and User Experience design, and creating brand identities. **Always strive to create exceptional designs.**

#### CODING

HTML, CSS, PHP  
WordPress

#### SOFTWARE SKILLS

Adobe CC, Photoshop, Illustrator, InDesign,  
Visual Code Studio, DaVinci Resolve, Sketchup

#### EDUCATION

International Academy of Design and Technology  
Tampa, FL | 2008 - 2011

BFA, Graphic Design  
*Summa Cum Laude*

## PROFESSIONAL EXPERIENCE

MATTHEW KINZLER DESIGNS - STURGIS, SD

2012 - PRESENT

### Freelance Graphic & Website Designer

Provide solutions through print and digital designs including websites, logos, brand identity, and T-shirt designs. Develop some content and Search Engine Optimization (SEO) for websites. Provide deliverable files upon project completions.

MENHOLT AUTO GROUP - RAPID CITY, SD

OCTOBER 2019 - FEBRUARY 2021

### Sr. Graphic Designer & Web Admin

Implement monthly website pricing/incentive updates for three Denny Menholt Rapid City store locations (Chevy, Toyota, Honda). Web admin for CDK and Dealer eProcess (DEP) automotive web solutions. Design digital and print graphics for in-house/fixed ops and marketing use including vehicle wraps, billboards, and advertising sponsorships using Adobe CC. Design and code custom landing pages. Maintain media providers' broadcast logs and upload into attribution tracking software monthly, reporting any discrepancies found to Marketing Director. Act as a Business Development Rep. using LivePerson Automotive website chat functions to assist customers online. Help staff with technical issues, generate specific reports.

Non-relevant working experience to supplement freelance income.

STRAIGHT SHOOTERS AD AGENCY - RAPID CITY, SD

OCTOBER 2016 - OCTOBER 2017

### Graphic Designer / Creative Director

Design print and digital graphics using Adobe CC 2017. Write effective and relevant copy for advertising and websites. Research and implement Search Engine Optimization (SEO). Design and develop WordPress based websites. Perform updates to various static HTML and WordPress based websites. Create and present proposals for client projects including budget outlines for internal use. Work directly with clientele on various business related projects and provide advice for clients and employer. Work with current Google Ads campaigns and Google Analytics data for various clients.

VISIONARY WING DESIGN COMPANY - RAPID CITY, SD

JUNE 2014 - AUGUST 2016

### Lead Designer / Front-End Web Developer

Lead designer and developer for design company startup on freelance basis. Visionary Wing offered web development, graphic design, and marketing services including WordPress websites with responsive design, SEM & SEO strategy. Provided graphic and web design for various clients, created responsive website design mock-ups and content, strategized and implemented SEO strategies on client websites. In addition to client services, helped to create proposal structures, internal documents and attended client meetings and presentations.

LINDEN MARKETING - FORT COLLINS, CO

AUGUST 2013 - OCTOBER 2013

### Designer / Developer

Front-end web development and design utilizing various web technologies such as Drupal 6 and Twitter Bootstrap. Create HTML structure for use in email marketing campaigns with emphasis on Microsoft Outlook's interpretation of tabular data styles. Create designs for digital mediums that follow with current brand standards or guidelines.

ROBERT SHARP & ASSOCIATES - RAPID CITY, SD

SEPTEMBER 2012 - AUGUST 2013

### Graphic Designer / Web Developer

Design and develop both WordPress and RSA proprietary Content Management Systems (CMS) websites with control over site builds and appearance. Incorporate technical considerations into website design plans such as budget, performance, and usability. Perform general website maintenance and updates. Assist any clients with questions, technical issues, etc. Design mainly web based graphics, Flash animations, and advertisements.

TOM'S T'S, STURGIS SD

MAY 2012 - SEPTEMBER 2012

### Graphic Artist

Meet with clients to understand project concepts and direction in order to create designs using Adobe CS4 Illustrator and Photoshop programs. Perform print color separations and pre-press processes in order to properly prepare designs for silk-screen printing. Assist with physical printing and prep.