

EXPERIENCE

Top Floor

Digital Designer | 2018-2022

- Design custom websites using component-based design principals with an emphasis on user experience, SEO, and accessibility practices
- Sitemap creation for websites to define information architecture
- Write functional specification documents for developers using atomic design principals
- Assist in website redesign estimates for the sales team
- WordPress and Drupal content entry and backend work
- Present design work confidently to clients and conduct WordPress CMS training sessions throughout the website redesign process
- Contribute to the creation of the Top Floor reusable component library and demo site
- Perform usability testing on website builds
- Design static and animated ads for PPC ad marketing, social media marketing, sell sheets, white papers, infographics, email marketing
- Basic video editing using Adobe Premiere Pro and Adobe After Effects

Trefoil Group

Graphic Designer | 2016-2018

- Report and work alongside the Creative Director
- Sitemap creation for websites to define information architecture
- Design all wireframes and layouts for websites
- Write functional specification documents for the developer
- Perform usability testing on website builds
- WordPress content entry and backend work
- Design PowerPoint presentations and in-house print materials that adhere to Trefoil Group's brand standards
- Design flyers, sell sheets, brochures, and infographics for clients
- Prep and review design work for print
- Custom HTML email creation

University of Wisconsin-Stout Honors College

Graphic Designer | 2013-2015

- Report to president of UW-Stout Honors College
- Design posters, flyers, postcards, that adhere to brand standards
- Prep and review design work for print
- Design flyers, postcards, brochures, and infographics for various clients.

DCI-Artform / InVisionship Program

Interactive Design Intern | 2014

- Three-month program
- Problem to solve: Getting millennials into dealerships to purchase or lease a vehicle
- Client: Toyota
- Collaborate in a team of four individuals
- Focus on research, marketing, and graphic design
- Create a mobile application design and mockup
- Solution: MyToyota Tour Mobile Application

TOOLS

Adobe Creative Suite
WordPress CMS
Drupal CMS
Figma
Octopus
ShortCut
InVision
BugHerd

SKILLS

Custom Website Design
Wireframing
UX / UI Design
Accessibility
Quality Assurance Testing
Email Marketing
PPC Ad Design
Social Media Marketing
Print Design

ACHIEVEMENTS

University Honors Program
2011-2015

Chancellor's Academic Award
2011-2012 / 2014-2015

Wisconsin Covenant Scholarship
2011-2012

EDUCATION

University of Wisconsin-Stout
BFA Graphic Design / Interactive Media
12/2015

University of Wisconsin-Stout
Italy Study Abroad
Art History & Photography
2013

 leeahrdesigns.com

 lreichardt93@gmail.com

 (262) 501-9877