



## CONTACT

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## EXPERTISE

WEB & UI DESIGN

BRAND SYSTEMS

DIGITAL STRATEGY

CONTENT PRODUCTION

FRONT-END IMPLEMENTATION

## SKILLS

WORDPRESS

SHOPIFY

HTML & CSS

INFORMATION ARCHITECTURE

ADOBE CREATIVE SUITE

TYPOGRAPHY & LAYOUT

ILLUSTRATION

COPY EDITING

## STRENGTHS

PROBLEM SOLVING

END-TO-END OWNERSHIP

CROSS-TEAM COLLABORATION

ADAPTABILITY

RESOURCEFULNESS

RELIABILITY

# KELLY BITTNER

DIGITAL DESIGNER | MINNEAPOLIS, MINNESOTA

## EXPERIENCE

### DIGITAL MARKETING DESIGNER

2023-2025

Plus Relocation | Minneapolis

Sole designer driving brand and creative initiatives from concept to delivery for traditional move services and a B2B SaaS platform, collaborating across teams to shape and implement a unified, elevated brand presence.

- Directed a comprehensive brand refresh across all touchpoints, establishing a cohesive, modern identity and strengthening brand recognition
- Led web and social media presence, owning content production and WordPress implementation to optimize UX and ensure cross-channel consistency
- Partnered on a CRM transition team to migrate from Pardot to HubSpot, designing and building web-integrated forms, email systems, and landing pages to maintain brand continuity and reduce costs
- Produced a diverse suite of digital and print collateral, including white papers, reports, presentations, and proposals, balancing quality with fast turnaround
- Deployed branded Word and PowerPoint templates, streamlining internal workflows and automating brand compliance for all departments

### FREELANCE DIGITAL DESIGNER

2010-2023

Versatile designer partnering with clients across industries to translate business goals into scalable brand systems and digital experiences.

- Created and refined brand identities comprising logos, color palettes, typography, iconography, and imagery, establishing brand standards and continuity
- Delivered marketing assets for digital and print, including graphics, brochures, presentations, social media, signage, and packaging tailored to client needs
- Designed and developed CMS-based websites (WordPress, Joomla, Shopify, Squarespace, Wix), implementing features like ecommerce, booking systems, chat interfaces, and rating systems to enhance business operations

### ART DIRECTOR & DESIGNER

2009-2010

Amazon | Seattle

Promoted from design intern to Art Director of Amazon's gift card program, overseeing the full product lifecycle across six global markets.

- Directed freelance illustrators in the creative development of gift card artwork
- Executed technical production and deployment to international Amazon sites
- Designed visual assets and coded marketing emails for fashion retail site Endless.com, an Amazon subsidiary

## EDUCATION

B.A. Architecture | Communications Minor  
Web Design Certificate

University of Minnesota  
Seattle Central College