KELLY BITTNER

DIGITAL DESIGNER | MINNEAPOLIS, MINNESOTA

CONTACT

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kellybittner.com

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EXPERTISE

BRAND & DIGITAL STRATEGY

WEB & UI DESIGN

DESIGN SYSTEMS

CONTENT PRODUCTION

WEB DEVELOPMENT

SKILLS

HTML & CSS

WORDPRESS

CMS MANAGEMENT

INFORMATION ARCHITECTURE

ADOBE CREATIVE SUITE

TYPOGRAPHY & LAYOUT

ILLUSTRATION

COPY EDITING

STRENGTHS

PROBLEM-SOLVER

END-TO-END OWNERSHIP

CROSS-TEAM COLLABORATION

ADAPTABILITY

RESOURCEFULNESS

RELIABILITY

EXPERIENCE

MARKETING COMMUNICATIONS DESIGNER   2023-2025
Plus Relocation | Minneapolis

Sole designer driving brand and creative initiatives from concept to delivery, collaborating across teams to shape and implement an elevated, unified brand presence.

- Directed a comprehensive brand refresh across all touchpoints, establishing a cohesive, modern identity and improving overall brand recognition

- Led web and social media presence, executing all content production and WordPress management 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 facilitate significant cost-savings

- 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 VISUAL DESIGNER   2010-2023

Independent and versatile designer partnering with clients across industries to translate business goals into impactful brand identities and digital experiences.

- Crafted and refined brand systems 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

- Created visual assets and coded marketing emails for fashion retail site Endless.com, an Amazon subsidiary

EDUCATION

B.A. Architecture | Communications Minor   University of Minnesota
Web Design Certificate   Seattle Central College