

# KELLIE HIGGINS

Digital and UX designer based in Chicago, IL

## EXPERIENCE

### Digital Designer at Kenshoo

2019 - 2020

Researched, created prototypes, and worked closely with developers to improve conversion generating website for international tech company.

### Digital Designer at Tribune Publishing

2016 - 2019

Created digital advertisements and front-end development projects across markets nation wide.

### Web Designer and Developer at Superior Design

2015 - 2016

Designed and developed websites for small businesses and e-commerce websites.

### Web Designer at NeuroTrainer

2015 - 2016

Responsible for designing and creating the NeuroTrainer website, and assisting with social media and marketing development.

### Graphic Designer at Northern Michigan University

2012 - 2015

Designed promotional collateral, created brand identity, conducted website management, and photographed for events.

## EDUCATION

### Northern Michigan University

2010 - 2015

BFA Graphic Communications

## REFERENCES

### Lily Rotter

Director of Performance Marketing  
at Kenshoo

Phone: 414.870.6447

Email: lily.rotter@kenshoo.com

### Zach Hull

Digital Design Team Lead  
at Tribune Publishing

Phone: 773.316.1478

Email: zhulldesign@gmail.com

## SKILLS

Website Design  
User Experience  
Wireframing  
Ecommerce Design  
HTML/CSS  
Branding  
Campaigns  
Illustration  
Animation  
Presentation Design

## TOOLS

Wordpress  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Animate  
Adobe Dreamweaver  
Salesforce Pardot  
Google Suite  
Microsoft Word

