

karendringenber

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EXPERIENCE

Senior Digital Designer

Isobar | March 2013 - Present

- Create concepts and designs for complex online and mobile experiences.
- Led the redesign of Umpqua Bank's corporate website and the interface design of the new online banking experiences for desktop, mobile and tablet.
- Work closely with global teams on new business pitches for clients such as MSCI Portfolio Management and Hilton Hotels.

Senior Art Director

Arc Worldwide (a Leo Burnett Company) | April 2010 – March 2013

- Responsible for art direction, concept and execution of digital campaigns for Whirlpool and Maytag.
 - Led design and user experience of the online Kitchen Stylist Tool.
 - Responsible for redesign for Whirlpool and Maytag e-commerce sites.
 - Online advertising including standard and rich media web banners.
 - Art directed 3D animated demos for new product launches to be used across digital channels.
- Designed in-store POS units for P&G brands such as Pantene and Herbal Essences.
- Developed shopper marketing programs and national retail promotions for Coke and Diet Coke brands.

Freelance Designer

September 2009 – Present

- Designed Facebook pages for Amway Global and the Where I've Been Social applications.
- Acted as lead UX/UI designer for the Blueye Hub, a platform for businesses to track social analytics and ROI.
- Produced email campaign and microsite designs.

Web Designer

Vertical Incorporated | November 2008 – September 2009

- Responsible for the design of brochures and annual reports for B2B companies like Siemens and Grainger.
- Led the concept and redesign of the Vertical Incorporated website.

Graphic Designer

Haggin Marketing (now Ryan Partnership) | August 2005 – November 2008

- Collaborated with Art Directors and Creative Directors on client-facing marketing campaigns.
- Designed and produced catalogs, direct mail pieces and e-mail blasts for clients such as Sears, Marriott, American Express and GBC.
- Involved in new business pitches and all phases of the creative process, from concept development to execution.

EDUCATION

Bradley University

June 2003 - May 2005

Bachelor of Art Graphic Design

Illinois Central College

August 2000 – May 2003

Associate in Applied Sciences

Graphic Design

SKILLS

Adobe Creative Suite

Dreamweaver

Flash

Keynote

Microsoft Office

HTML

CSS