



karen doyle

Digital Designer

EXPERIENCE

Web Designer, Digital Impulse

WATERTOWN, MA | APRIL 2020-PRESENT

- Design modern, engaging websites that focus on delivering curated user experiences across a variety of clients and industries
- Improve websites' information architectures through redesigned sitemaps, responsive wireframes, and refreshed content strategies
- Help manage client relationships and continuously advocate for best practice user-centric solutions
- Shape internal digital design processes and workflows

Digital Designer, Connelly Partners

BOSTON, MA | JULY 2018-MARCH 2020

- Created responsive web designs that provided seamless user experiences across a variety of clients and industries
- Created visual design concepts and monthly content for social media
- Collaborated with UX designers and developers to solve problems and implement best practice digital design solutions
- Provided creative oversight of junior designers and studio interns

Junior Designer, Connelly Partners

BOSTON, MA | JULY 2016-JULY 2018

- Designed web layouts, digital ads, social media graphics, video storyboards, and out-of-home ads
- Designed spec work and presentations for new business pitches
- Collaborated with creative directors, copywriters, developers, and producers to execute multimedia ad campaigns

Graphic Design Co-op, BzzAgent

BOSTON, MA | JANUARY 2015-JULY 2015

- Designed images for digital marketing campaigns used across BzzAgent's website, emails and social media
- Photographed campaign products for client performance reports
- Created digital illustrations to promote social media engagement
- Designed posters and flyers for office events

CONTACT

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EDUCATION

Northeastern University

BOSTON, MA | MAY 2016

BFA in Graphic Design & Interactive Media

Magna Cum Laude

SKILLS

UX & UI

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

HTML & CSS

InVision

Microsoft Office