

ALICIA KRAMME

DIGITAL & PRINT MEDIA DESIGNER • ASPIRING FRONT-END DEVELOPER & UIUX DESIGNER



ALICIA is a Kansas City-based designer with extensive experience in digital and print media. Her work focuses on the intersection of modern aesthetics and user-friendly functionality. Originally trained in newspaper design, she firmly believes that media presentation should not only engage a user visually, it should intuitively convey information.

ALICIAKRAMME@GMAIL.COM

(319) 213-0897

EDUCATION

Graduated May 2018
LAUNCHCODE

- » LC101 // Front-end Development track (Python, Javascript, jQuery, HTML, CSS)

Graduated 2014
THE UNIVERSITY OF IOWA

- » BACHELOR OF ARTS // Journalism & Mass Communication
- » BACHELOR OF ARTS // Studio Art (Graphic Design)

ORGANIZATIONS

- » **AIGA**
Board of Directors, Awards & Competitions Committee
- » **Kansas City Women in Tech**
Member
- » **DjangoGirls**
2017 Participant
- » **UIUX Professionals of KC**
Meetup Attendee

WORK EXPERIENCE

12/14 – PRESENT // **KANSAS CITY BUSINESS JOURNAL – KANSAS CITY, MO**

Lead Designer

MAIN RESPONSIBILITIES

- » Designs cover, cover story spread, and special pages for weekly print publication
- » Art directs cover story photo shoots, creates and edits online graphics and other visual elements
- » Develops event marketing collateral, design theme, presentation and signage
- » Contributes to planning and strategy of editorial and advertising content
- » Streamlines newsroom work flow, develops efficient design practices, and provides training/support for other creative staff members
- » Works with event sponsors and advertising clients to create custom creative
- » Collaborates with multiple departments to ensure and maintain a consistent visual brand

NOTABLE ACHIEVEMENTS

- » Drove exponential growth in Signature Event awards applications and event attendance via coordinated marketing strategy
- » Launched Crane Watch, an interactive online map featuring area construction projects
- » Collaborated with corporate UIUX team to test and provide feedback on CMS prototypes
- » Awarded several First Place honors in multiple categories of the Kansas Press Association Awards of Excellence in 2014, 2015, and 2016: Design & Layout Excellence, Best Special Section - Editorial, Best Photo Illustration, Best Story/Picture Combination

1/17 – PRESENT // **KANBE'S MARKETS – KANSAS CITY, MO**

Board Member, Volunteer Web Designer & Marketing Consultant

Kanbe's Markets is a nonprofit startup that aims to provide access to fresh, healthy foods to residents of Kansas City's food deserts.

- » Designed and maintains website, executes marketing efforts, and serves on the company's Board of Directors

5/12 – 11/14 // **DES MOINES REGISTER | GANNETT DESIGN STUDIOS – DES MOINES, IA**

Designer I

MAIN RESPONSIBILITIES

- » Worked closely with editors and writers both in-newsroom and remotely to create engaging page design, illustrations, and informational graphics

NOTABLE ACHIEVEMENTS

- » Initially hired as part of intern program while an undergraduate and quickly promoted to one of a few cover and specials page designers for the Des Moines Register and Iowa City Press Citizen, and later to the only independent remote designer

10/12 – 5/13 // **STUDENT LIFE MARKETING & DESIGN – UNIVERSITY OF IOWA**

Web Designer

MAIN RESPONSIBILITIES

- » Design re-branding and complex user interface for the UIMA Arts & Life in Africa exhibit and website
- » Designed other websites and HTML-based email newsletters for student and professional organizations at the University of Iowa

NOTABLE ACHIEVEMENTS

- » Awarded a Gold Addy at the regional American Advertising Awards for the UIMA Art & Life in Africa branding and website