



KARA BRUCE

Content Coordinator

SUMMARY

UX/UI Designer with special interest in Frontend Development. Forever analysing the expanding world of economics, advertising and psychology.

Kara Bruce

Chatham Kent UK

07740612901

info@karabruce.com

SKILLS

Branding & Identity
User Research
Coordination
Competitive Analysis
User Stories
User Flows
Content Strategy
Usability Testing
Management
Leadership
Public Speaking
Marketing
Promotion
Analysis



EXPERIENCE

2014 -
Now

Freelance & Various

- Designer in Brand Development *Mindbodied*
- Social Media Marketing Consultant *Eco&Bike (Spain), Ecopassion (Spain)*
- Co-Founder *Best Day Ever Creative*
- Social Media Marketing *Jibs Action Sports (Toronto)*
- Marketing, Graphic Design, Athlete TV *Series Street Velodrome (UK)*
- Social Media Marketing *Jibs Action Sports (Toronto)*
- Lead Generation *FranchiseBlast (Ottawa)*
- Brand Development *Inner Cycle (UK)*
- Mobile Bike Mechanic *Shopify (Toronto)*
- Social Media Marketing *Jibs Action Sports (Toronto)*

2018 -
2020

Bloc

UX/UI Design & Front-end Development

- Completing a 1000+ hour project-based program under remote mentorship of accomplished UX professionals.
- Participating in design critiques to provide feedback to fellow students.
- Building projects from idea conception through front-end development.
- Independently conducting research, surveys and testing to produce branding, mockups, and other design deliverables

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TOOLS

Adobe Creative Suite
HTML, CSS &
JavaScript
jQuery
Git/GitHub
Command Line
Adobe XD
Figma
Sketch
InVision
Usability Hub

EDUCATION

University of the
Creative Arts,
Rochester, UK
BA Hons in Design,
Branding and Marketing

Class of 2004
Graduate of 2010

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EXPERIENCE

2018 -
2020

Joyride 150

*Shift Lead, Party Coordinator, Cycling
Instructor*

- Keyholder - responsible for opening and closing of the facility
- Proactively build and maintain customer relationships
- Inventory, loss prevention, metric tracking
- Maintain data integrity by following procedure
- Repair and track rental bikes
- General cleaning of the park and communal areas
- Instructor to a variety of ages and abilities for cycling
- Events Coordinator

2015 -
Now

Athlete

- BMX Freestyle Athlete *Team Canada*
- Consulting Editor *Bloom BMX*
- Brand Ambassador *NoWear BMX*



SOCIAL

 linkedin.com/karabruce

 @KaraGaetzBruce

 facebook.com/kara.gaetzbruce