

# KYRA DOSCH-KLEMER

## BRANDING & WEB DESIGN

### EXPERIENCE

WHY KYRA DESIGNS | Owner & Designer | 2009-Present  
Brand strategy, logo design, website design & development,  
print collateral for small business clients.

POKA YOKE DESIGN | Lead Designer | 2015 - 2018  
Lead designer skilled at crafting unique products that range  
from branding & logo design, traditional print pieces, to  
user-friendly interactive websites and apps.

SYNERGY POINT | Art Director | 2008-2010  
I look at the big picture for large and small scale web design  
projects as well as brochures and other print pieces. I manage  
all aspects of the projects and work with designers and  
programmers to ensure the projects meet and exceed the goals  
of the clients. In addition to the big picture, I oversee the  
smaller details of the site, from icons to copy to sitemaps and  
wireframes.

THE SCULLY GROUP | Front-end Developer | 2007-2008  
Part of an agile team that creates interactive experiences.  
XHTML/CSS front-end development using the latest UX trends.  
CMS development using Joomla. Dabbled in minor PHP  
“tweaking” and jQuery.

JBA NETWORK | Senior Designer, Project Manager 2006-2007  
Started as a senior designer and moved into a project manager/  
art director role for an internet software development company.  
Managed many client projects as well as internal projects. Lead  
a team in rebranding two major in-house projects, a music  
streaming software site and an e-newsletter campaign software  
site.

### EDUCATION

Rutgers University (NJ)  
BA | Art History, English



### SKILLS

Branding & Logo Design  
User Experience Design  
Visual Design  
Infographic Design  
Campaign Collateral  
Email Marketing  
Project Management  
Photography  
Wireframes  
HTML/CSS

### TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Sketch  
InVision  
Pen & Paper

@kyradk

Dribbble  
LinkedIn

908.319.0981

www.whykyra.com

kyra@whykyra.com