

Lisa Bryan

Designer, Web Developer, and Content Creator

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Experience

Ahdorned Handbags

Lead Designer | September 2022-Present

- Completed 2 successful shopify theme migrations to help store speed and created a better customer experience.
- Revamped Instagram to showcase product more creatively. Increase followers by more than 10% and still growing.
- Transitioned email from Mailchimp to Klaviyo and rebuilt email structure resulting in 2.4% click-through rate.
- Design an average of 5-7 bags per season.

Fresh Body

Freelance Digital Designer | January 2024-Present

- Refreshed shopify homepage to better highlight the product and be responsive on mobile devices.
- Create promotion landing pages to increase website traffic and encourage cart conversion.
- Rebuilt abandon cart flow and emails Omnisend to increase cart conversion rates.

Greyston Bakery

Freelance Digital Designer | September 2022-Present

- Successfully migrated shopify website to new theme under tight deadline to meet Holiday 2023 launch.
- Create affiliate ads designed to increase engagement and website traffic.

Midnight Inspirations

Freelance Web Designer | January 2022-March 2022

- Migrated website from Wix to Shopify. Redesigned the website based on direction from client.

Dinosaur Mama

Freelance Web Designer | September-December 2021

- Migrated website from Wix to Webflow. Redesigned the website based on direction from client.

Perry Ellis: Rafaella Division

Freelance Designer | October 2020-September 2021

Senior Designer | April 2011-April 2020

- Developed 20-30 garments per season from concept to completion including but not limited to: sketches, tech packs, garment fittings, and working with factories on production.
- Created logos, graphics, and 30-40 print repeats per season.

Programming Languages

- HTML
- CSS
- SASS
- JavaScript (Basics)

Tools & Platforms

- Adobe Suite: Illustrator, Photoshop, After Effects, XD, InDesign
- Shopify
- Webflow
- Klaviyo
- Omnisend
- Mailchimp
- Canva
- Ned Graphics
- PLM

Education

Udemy.com | May 2020-Present

- Web Developer Course
- Web Developer Bootcamp
- Complete Sass Course
- Advanced SASS/CSS Course
- Modern JavaScript Course
- Complete JavaScript Course
- Landing Page Projects Course

General Assembly | May 2019-June 2019

- User Experience Design Course

Central Michigan University | 2000-2004

- Bachelor of Applied Arts in Fashion Design