



Digital Designer
Montreal, QC

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chaseruppert2@gmail.com

[Linkedin](#)

514.242.7776

Skills

Figma
Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe xD
Lightroom
Premiere Pro
Acrobat Pro DC
G Suite
Office 365
Framer
Squarespace
Wordpress
HTML
CSS
Constant Contact
Procreate
Shortcut
Keynotes

Soft Skills

Marketing Design
Presentation Design
Graphic Design
Visual Design
Prototyping
Video Editing
Email Design
Art Direction
Brand Design
UI Design
User Experience Design

Citizenship

Canada
United States Of America

Experience

Freelance

Digital Graphic Designer

July 2024 - Current

- Designed new, on-brand visual elements focused on digital and print media.
- Worked closely with clients to create art direction for brand identity.

Knak

Associate Product Designer/Visual Designer

June 2023 - July 2024

- Partnered with engineering to launch innovative visual design themes for the Knak application, including a revamped onboarding experience.
- Partnered with the design lead to develop and implement new UI patterns, improving Knak builder functionality.
- Integrated AI-driven text generation to streamline and elevate the subject line and preview text creation process.
- Redesigned the login experience for users while solving existing user pain points.

Marketing Designer

August 2022 - June 2023

- Spearheaded the creation and execution of visuals for major marketing initiatives, driving projects from concept through to successful launch.
- Worked closely with the web development team to deliver websites with new functionalities and redesigns, ensuring they aligned with Knak's brand voice.
- Contributed to the development and maintenance of the Knak brand design system, ensuring consistent application of brand guidelines across all assets.
- Provided mentorship to junior design staff on creating digital assets including social media graphics, digital ads, and website designs.

Designer

October 2021 - August 2022

- Collaborated directly with customers to design branded emails and landing pages that effectively showcased the capabilities of Knak.
- Created marketing materials for various departments, including People & Culture, IT, Product, and Sales, to support their specific needs.
- Produced high-impact social media graphics and digital ads, strategically targeted to engage diverse customer segments.
- Created an icon system that fit within the Knak Brand design system.

Linknow Media

Graphic Designer

May 2019 - October 2021

- Crafted high-resolution vector graphics tailored to client needs.
- Worked closely with small businesses to create effective logo designs.
- Designed website assets for internal company branding.
- Created icons and badges for the web design team, enhancing site visual design.

Education

Wake Tech Community College, Raleigh, NC

Associates of Advertising & Graphic Design 2013-2017