

PERSONAL CONTACT

304-698-8746

KARINICOLE84@GMAIL.COM

AREAS OF EXPERTISE

- Full Stack Development
- UX/UI Design
- API Integration
- Modular Development
- Web Technologies
- Strategic and Conceptual Thinker
- Art Direction
- Visual Storytelling
- Branding & Design Strategy
- Visual Communications
- Project Management
- Copywriting
- Digital & Print Media Design
- Cross-Functional Collaboration
- Quality Control
- Brand Consistency
- Typography
- Publication Design and Processes
- Interactive & Social Media Design
- Marketing Design
- Infographics
- Video Editing
- Marketing Communications

TECHNICAL SKILLS

- SQL
- ADO.NET
- ASP.NET
- Corel Draw
- Adobe Creative Cloud
- Wix
- Canva
- Slack etc
- MVC
- Razor
- Visual Studio 2019
- C#
- .NET Core
- MS Office 365 Suite

PROFESSIONAL TRAININGS

- Software Development Training Program – Newforce

KARI REHE

Website Designer | Graphic Design | Visual Storyteller

*Dynamic and detail-oriented Graphic Designer with a flair for creating visually compelling designs that resonate with audiences and elevate brand identity. Skilled in blending artistic creativity with practical functionality to produce engaging digital and print materials. Experienced in web design, including wireframing and crafting responsive layouts that align with accessibility standards and user behavior. Proficient in developing cohesive visual campaigns that drive engagement and support business objectives. Passionate about delivering innovative, high-quality designs that balance aesthetics, usability, and brand strategy to leave a lasting impact.*  
<https://www.linkedin.com/in/kari-rehe-designer/>

Associates Degree – Graphic Design

Mountwest Community & Technical College – Huntington, WV

WORK EXPERIENCE

Graphic Designer Feb. 2017 - Present

Affordable Signs Unlimited – Reedsville, WV

- Executed designs to ensure adherence to brand standards and project goals, overseeing the comprehensive creation of print and digital marketing collateral and website designs tailored to meet intricate business needs and initiatives.
- Led the comprehensive content creation process for a diverse range of marketing materials, guiding each stage from initial ideation to final execution, ensuring alignment with strategic objectives and brand messaging.
- Transformed marketing objectives into compelling B2B and B2C deliverables, effectively conveying organizational narratives.
- Contributed to design projects by utilizing Adobe Lightroom, Photoshop, and CorelDraw to create visually compelling content.
- Led the conceptualization, design, and execution of creative and high-quality print and digital assets, including logos, advertisements, brochures, and websites.
- Implemented effective project management techniques to meet customers' needs, prioritize tasks, allocate resources and maintain project timelines.
- Provided graphic strategic creative direction and leadership, while driving the development of innovative concepts to enhance brand identity and engagement.

Junior Full Stack Developer Aug. 2023 – Feb. 2024

NewForce – Remote

- Created reusable, modular components using native ES6 module bundling to enhance code maintainability and reduce redundancy in applications.
- Developed a feature-rich social media dashboard by applying core web technologies (JavaScript, HTML, CSS) to build responsive, interactive front-end features.
- Led cross-functional team collaborations in a remote environment using Slack and Zoom to deliver high-quality, team-based projects simulating real-world business challenges.
- Engineered a blog management platform using ASP.NET, MVC, and Razor templates, while integrating RESTful APIs with React front-end to optimize data handling and application performance.
- Utilized Git and GitHub for version control, while ensuring efficient code management and smooth collaboration across team projects.
- Completed an intensive 6-mo. full-stack software development training program, mastering core C#/.NET development principles and problem-solving.
- Designed and built dynamic single-page applications (SPAs) using React with Hooks, improving user experience and functionality.

Graphic Designer Feb. 2011 – May 2016

Matthews International – Kingwood, WV

- Transformed complex design briefs into compelling visual assets in a fast-paced environment, delivering high-quality digital and print designs that aligned with brand identity and exceeded client expectations.
- Partnered with cross-functional teams and the Graphic Design department to refine creative concepts, optimize visual layouts, and ensure seamless production workflows from concept to completion.

## VOLUNTEERISM

- West Preston Youth Basketball League - Marketing & Social Media Content Manager
- Custom Invitation Designer
- Valley District Baseball League
- Cascade Steel
- West Warriors Football League
- All Tied Up – Volunteer Design & Marketing Support

- Directed the full design lifecycle across multiple concurrent projects, while spearheading planning, creative development, and final execution while ensuring cohesive brand storytelling.
- Leveraged expertise in Adobe Creative Suite and other industry-standard tools to develop precise, innovative, and on-brand artwork that met or exceeded client specifications.
- Enforced rigorous quality control and brand consistency standards across all visual outputs, while staying at the forefront of evolving design trends and emerging digital tools.
- Conducted detailed reviews of client requirements and design specifications to ensure deliverables were accurate, visually engaging, and strategically aligned with project goals.
- Led vital design collaborations with marketing, UX, and leadership teams to deliver forward-thinking design solutions that enhanced user experience and drove brand engagement across multiple platforms.

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## ADDITIONAL EXPERIENCE

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### Website Developer Intern

Jan. 2025 – April 2025

Appalachian Marketing & Media – Remote

- Developed and maintained responsive, user-friendly websites using HTML, CSS, JavaScript, and various frameworks to ensure optimal performance across devices and browsers.
- Collaborated with clients to understand their requirements and designed custom websites that align with brand goals and enhance user experience.
- Implemented content management systems (CMS) like WordPress and Drupal, and enabled clients to manage and update their website content easily.
- Optimized websites for SEO, improved site visibility and search rankings to drive organic traffic and enhance user engagement.
- Troubleshoot and debugged website issues, ensuring seamless functionality and minimal downtime for clients.
- Integrated third-party APIs and web services to extend website capabilities, while enhancing user interactions and website performance.
- Applied the latest web development trends and practices to keep websites modern, secure, and efficient.

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## PROFESSIONAL PORTFOLIO

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<https://karinicole84.wixsite.com/designsbykari>