

Kara Pletcher

kp@karapletcher.com | [linkedin.com/in/kara-pletcher-design](https://www.linkedin.com/in/kara-pletcher-design)

Visit my portfolio site at [karapletcher.com](https://www.karapletcher.com)

Visual Designer

Build Brand Identities, Architect Design Systems, and Craft Digital Experiences

Innovative artist with cross-channel design expertise weaving brand stories into visually engaging and accessible experiences. Creative problem-solver eager to tackle new challenges and learn new skills. Attention to detail and process-oriented mindset contribute value to any team. Look for opportunities to streamline workflows. Thrive on transformative energy of collaborative teamwork and gain valuable connections that grow into lifelong friendships.

Expertise includes:

- Brand Strategy
- Design System Governance
- Responsive Design
- Prototyping and Design Tools
- CMS Authoring and Organization
- Accessibility Guidelines

Technical Skills

Abstract | Adobe: AEM, Illustrator, Photoshop, InDesign, Workfront | Contentstack | Figma | Google: SketchUp, Web Designer | HTML/CSS | Jira | macOS | Microsoft Office | Shopify | Sketch | Slack | WordPress | Zeplin

Work Experience

VF CORPORATION, Denver, CO (Remote)

2022-2024

Senior Visual Designer

Designed, maintained, and migrated design system libraries across graphics software and site platform transitions. Produced high-quality solutions for user testing and client presentations. Communicated specifications to developers using annotations, flows, and prototypes. Reviewed and provided feedback on pre-production work in lower environments.

- Administered and managed 3 iterations of design system libraries, supporting 2 significant software transitions.
- Provided functional prototypes for 3 comprehensive user studies, generating actionable insights leading to user-centered product improvements.
- Communicated components clearly for 3 high-priority projects, utilizing annotations, flows, and interactive prototypes, editing and presenting guidance on pre-production deliverables to ensure alignment with creative vision.

Visual Designer

Constructed UI content and worked with platform teams to optimize designs, navigating operations, clarifying requirements, and assisting with bug fixes.

- Contracted with VF Corporation for 6 months, assisting with Vans e-commerce website.

AMERICAN GIRL, INC., Middleton, WI

2002–2022

Senior Creative Designer, Digital**2014–2022**

Crafted new content, maintained aesthetics, and improved functionality on all areas of the website. Partnered with UX team to produce high fidelity visual designs and annotations to support website enhancements. Identified bugs during UAT and tested any fixes in lower environments. Authored content and revisions to design system libraries and documentation, scheduled, and planned website updates based on promotions and product launches.

- Created company's 1st design system library, enabling designers to use standard assets and accelerated prototyping process.
- Contributed to 3 major platform transitions, including WCS, AEM, and Shopify, utilizing knowledge gained from AEM shortcomings to refine CMS component specifications for Shopify and eliminating need for ad-hoc code modifications.
- Elevated brand visibility, upholding primary role in design and development, including 4 microsites, 3 geolocation tests, and 4 navigation and footer redesigns.

Additional Experience

AMERICAN GIRL, INC., Middleton, WI

Senior Graphic Designer, Book Publishing Marketing**Art Director**, Retail Marketing**Senior Graphic Designer**, Retail Visual and Packaging

NEWELL BRANDS, Madison, WI

Graphics Specialist, Sales Marketing

Education

Associate in Applied Arts, Madison Area Technical College**Web Design Certificate**, Madison Area Technical College