Lisa Bryan

Designer, Web Developer, and Content Creator

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Experience

Ahdorned Handbags
Lead Designer | September 2021-Present

- Led full Shopify UX/UI redesign to improve navigation, product presentation, and layout; executed two theme migrations to boost site performance.

- Maintain Shopify site to reflect seasonal themes, new product launches, and promotional campaigns, ensuring a dynamic and engaging shopping experience.

- Revamped Instagram to showcase products more creatively. Increase followers by more than 10% and still growing.

- Successfully transitioned email platform from Klaviyo to Omnisend; rebuilt automations and optimized email structure, achieving 60%+ open rates and 1%+ click-through rates.

- Design an average of 5-7 bags per season.

Greyston Bakery
Freelance Digital Designer | September 2022-January 2025

- Migrated Shopify website to a new theme and redesigned the full site experience to better highlight products and improve ease of navigation.

- Create affiliate ads designed to increase engagement and website traffic.

- Shopify support when it was needed.

Fresh Body
Freelance Digital Designer | January 2024-December 2024

- 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.

Midnight Inspirations
Freelance Web Designer | January 2022-March 2022

- Migrated website from Wix to Shopify. 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

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