

# Lacey Christiansen



A results-driven Visual Designer and UI/UX specialist focusing on creating meaningful connections between brands and their audiences. With a marketing-oriented print and digital design background, I thrive in collaborative environments that value innovation and creativity. I'm skilled in problem-solving, communication, and visual identity design.

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## EXPERIENCE

### **Digital/UX Designer** Carson Group, Omaha, NE

JULY 2022 - PRESENT

- Enriched website offering for 95+ Carson Partners by designing new user interface templates for biography profiles, blogs, podcasts, books, testimonials, and events; a lead generation calculator. Front-end development and brand integration for incoming partners. Custom page design and production.
- Delivered Carson Group website redesign. Designs for Carson Coaching integration, case studies, campaigns, advisor directory, templates for events and Investments Dashboard strategies. Created custom graphics. Designed an SEO Evaluation Tool for lead generation and sales support.
- Designed Carson Wealth pillar content pages, improved blog and biography profile templates, and iterations for a lead generation tool. Front-end development, SEO, and Google Business Profile setup for new Carson Wealth locations. Designed a Stock Investing Game for P4K.
- Led project which Increased organic search visibility for partner sites by 300% through foundational SEO. Implemented process improvement projects including address change protocols, Google Business Profile audits, new location page or partner site requests. Migrated the web team from Sketch and Zeplin to Figma, created training videos and set up design library.

### **Graphic & Web Design Specialist** Cobalt Credit Union, Omaha, NE

JULY 2019 - JULY 2022

Principal designer across all brand and marketing endeavors, ensuring a cohesive brand experience across static and campaign-based marketing material, brand extensions, event displays, organizational templates, email, website, video display, and environmental graphics. Conducted a usability study and website redesign to improve user experience.

### **Freelance Graphic Designer** Laceyleigh Design, United States

MAY 2016 - PRESENT

Designing brands from the ground up for individuals and small businesses and re-designing brands to better align with their target audience.

## TOOLS

Adobe Creative Suite

Figma & Sketch

WordPress & Drupal

SEMrush, Yoast & Bright Edge

HubSpot

## SKILLS

UI/UX, Web Design

Print & Digital Design

Design Thinking

Typography

Color Theory

Design Principles

Visual Identity Design

## EDUCATION

Bachelor of Arts

**Graphic Design & Media Arts**

Southern New Hampshire

University

Summa Cum Laude

**UX Design Professional**

**Certification**

Google/Coursera

**Professional Development**

LinkedIn Learning

**Visual Merchandiser** Army & Air Force Exchange Service (AAFES),  
Offutt AFB, NE

NOVEMBER 2018 - JUNE 2019

Ensured compliance with corporate brand standards while creating sales-ready environments and designing graphics to support those spaces. Technical diagramming of spaces for inventory and layout planning. Social media management.

**Designer** NATEX, Geilenkirchen, Germany

MAY 2016 - MAY 2018

Designed weekly flyers, signage, promotional emails, event graphics and semi-annual sales catalogs for multiple storefronts. Social media management. Introduced content marketing concepts into designs. Collaborated with buyers to build stories related to product offerings.