

Kristina Lang

Creative Designer | UX/UI | Digital Marketing

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Summary

Multidisciplinary designer with a background in digital arts and hands-on experience in UX/UI, branding, content creation, and front-end collaboration. I create intuitive and visually engaging experiences rooted in empathy, strategy, and a deep commitment to continuous learning. From websites and wireframes to social graphics and ad layouts, I bring thoughtful design to every project.

Experience

Freelance Digital Designer - *Remote | July 2024 - Present*

- » Designed and developed branded websites and marketing materials for small businesses and startups.
- » Created layouts for blog pages, social visuals, and print collateral.
- » Built branding assets including logos, typography systems, and design templates.
- » Supported UX and content structure for responsive websites using Figma and Webflow.

Highlighted Projects:

- » Live Healthy Benefits - Responsive website design, branding, and social media content
- » Stride Security - Branded UI/UX design and strategy for a cybersecurity startup
- » Supreme PDR LLC - Web design, branding, and print ad creation for a local auto repair business
- » The Dent Guys Inc - Web redesign and branded ads to drive local conversions

Education & Certificates

Google Digital Marketing & E-commerce Professional Certificate - *May 2025*

- » Covered SEO/SEM, email marketing, analytics, content strategy, and customer engagement.

Google UX Design Professional Certificate - *January 2024*

- » Developed hands-on UX projects using wireframes, prototyping, and usability testing.
- » Applied user research to inform design decisions that improve engagement and user satisfaction

Harford Community College - Bel Air, MD

Associate of Arts in Digital Arts - *Graduated December 2024*

- » GPA: 4.0 | Honors Program
- » Phi Theta Kappa & Psi Beta National Honor Societies
- » President's List and multiple scholarship recipient

Additional Experience

- » PTA Member & Youth Sports Team Manager - Coordinated logistics, managed scheduling, and handled communication for school and sports events—gaining hands-on experience in organization, teamwork, and creative problem-solving under real-world pressures.
- » Homemaker & Parent (2017-Present) - Gained strong time management, adaptability, and problem-solving skills while balancing parenthood with education and freelance design work.

Skills

- » UX/UI Design & Wireframing
- » Responsive Web Layouts
- » Branding & Visual Identity
- » Social Media & Digital Content
- » Print & Marketing Design
- » Copy Editing & Image Sourcing
- » Basic HTML/CSS
- » Project & Time Management
- » Collaborative Design Thinking

Tools

- » Figma
- » Canva
- » Adobe Photoshop
- » Adobe InDesign
- » Adobe XD
- » Adobe After Effects
- » Google Workspace
- » Webflow
- » WordPress
- » Github
- » HTML/CSS
- » Gen AI