

Hello,

bfresch

My name is **Brenna Raschel French** (or bfresch)
I am a digital experience designer. I am the biggest
advocate for the user and strive for a frictionless
brand experience for all of my clients users.

I specialize in web design & CRO.

call (401) 570-4083
write brenna@bfresch.com
visit www.bfresch.com
meet Minnetonka, MN

01. Skillset

The hard and soft skills I offer.

Illustrator:
7 YEARS

Photoshop:
7 YEARS

HTML/CSS:
5 YEARS

User Testing:
2 YEARS

Optimizely:
2 YEARS

Account/Project Management:
3 YEARS

03. Education

Where I refined my process and craft.

Creative Center:
BFA, AOS


Baxters:
4 YEARS LEAD DESIGNER


Snap Agency:
2 YEARS DESIGN DIRECTOR


To learn more about what I know visit:
bfresch.com/blog

02. Experience

Expert web designer and CRO specialist.

	bfresch 2010 - Present Freelancer	6 YRS
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	Snap Agency 2014 - Present Design Director	2 YRS
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	Baxter Marketing Dept. 2011 - 2014 Lead Designer	3 YRS
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04. Awards

Work recognition I have earned.

Creative Center:
TOP 5 PORTFOLIOS

The Communicator Awards:
MINNE APPAREL WEB DESIGN

The Communicator Awards:
IOWA CLINIC, WEB DESIGN

Horizon Interactive Awards:
MINNE APPAREL, WEB DESIGN