

# Hello,

*bfresch*

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

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**visit** www.bfresch.com  
**meet** Lincoln, NE

## 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.

	<b>bfresch</b> 2010 - Present <b>Freelancer</b>	<b>6</b> YRS
	<b>Snap Agency</b> 2014 - Present <b>Design Director</b>	<b>2</b> YRS
	<b>Baxter Marketing Dept.</b> 2011 - 2014 <b>Lead Designer</b>	<b>3</b> YRS

## 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**