



CHUCK BRAASCH
INTERACTION DESIGNER



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[LinkedIn](#)

Who am I?

An experienced interaction designer specializing in user-centered omni-channel design for digital products. Skilled in design trends, research, prototyping, collaboration, and tool proficiency.

What do I do?

Responsive website design

Wireframing and prototyping

Digital design

Marketing & social media design

Email design

SEO and analytics

Video production

Creative problem-solving

Top-notch communication

Where Have I Been?

Art Director - Allison Wonderland Toys & Games - 2022

- Increased sales by 200% by launching their [redesigned site](#) to transform their business model from in-person shopping to e-commerce + in-store shopping.
- Increased site traffic by 300% by implementing branding, email marketing, and SEO.

Senior Interaction Designer - Kalmbach Media - 2015 - 2022

- Funneled traffic to advertisers' sites by designing and [building numerous websites](#) and online marketing material. Created design assets for a variety of teams.
- Introduced a new revenue stream by leading the research, product and site design for [a subscription box that was voted "Best New Box of 2023" by Cratejoy.](#)

Senior Graphic Designer - Lessiter Media & Kalmbach Media - 2009 - 2015

- Ideated and designed magazine, web, and interactive DVD projects.

The Nitty Gritty

Adobe Creative Cloud

Photoshop InDesign Adobe XD

Premiere Pro Illustrator

Web

Figma WebFlow SEO

HTML/CSS Shopify ADA

WordPress CMS

Humblebrags

I autonomously reduced the overall web publishing production time for Kalmbach Media by 75%.

I mentored and led a team of designers and social media marketers on the [Space & Beyond Box](#) subscription box.

Gotta keep rolling...

Enrolled in Google UX Design Certification, learning more about video editing, and artificial intelligence.