



## CARYN AUDENRIED

Freelance Designer & Illustrator

carynaudenried.com  
(610) 737-3008  
caryn.audenried@gmail.com

### EXPERIENCE

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#### **Freelance** Graphic Designer

NEW YORK, NY AREA · May 2012–August 2013, June 2016–Present

- Continuing the work I did for Venue Booking team at XO Group after I left my full-time position, including tour scheduling design solutions for wedding venues on The Knot
- Designed sales marketing pages for Real Simple Magazine online and Real Simple cobranded with Cozi app
- Created a website for Advanced Cardiac Care, LLC (now defunct) to provide information about the practice and directions to the office's patients.
- Created a responsive website (in progress) and print collateral including wrap graphics for the company's install trucks for Stofanak Custom Cabinetry, Inc.

#### **XO Group** Product Designer

NEW YORK, NY · August 2013–Present

- Part of a team of five designers that supported full relaunch and redesign of theknot.com; later in 2016 this team led a full rebranding exercise of all of The Knot's digital properties.
- Lead designer on the agile product development team to support the Fashion area of theknot.com for two years.
- Lead designer on the agile product development team to scale and publicly launch the Venue Concierge product on theknot.com (November '15–April '16)
- Lead designer on The Knot Wedding LookBook iOS App for two years.
- Produced all graphics, signage and promotional material for the Fall 2013 The Knot Couture Show, a large bridal fashion showcase during Bridal Fashion Week.

#### **R/GA** Interaction Designer

NEW YORK, NY · June 2010–May 2012

- Worked on new website for Degree Deodorants that joined all social and ad channels for the brand. Responsibilities included researching clients and user's needs, planning UX and layout of the site, creating wireframes and schematic documents.
- Lead interaction designer on pitch team that created a promotional Facebook game for MasterCard Priceless Cities in Chicago.
- Interaction designer on team supporting Verizon Wireless. Tasks included creating wireframes, schematic documents, competitive analysis, and personas.

#### **Studio for Creative Inquiry** Graphic Designer

Pittsburgh, PA | September 2009–June 2010

- Produced graphic design and branding for art projects, conferences and events made possible by this studio within the College of Fine Arts at Carnegie Mellon.

#### **Celery Design** Graphic Design Intern

Berkeley, CA · June–August 2009

- Worked on design for the Green Building Guide for California for Stopwaste.org.
- Created diagrams and layouts for digital corporate responsibility reports for HP and Brown-Forman.
- Designed workbooks for a sustainable design workshop run by Celery Design at Camper Shoes in Mallorca, Spain.

### SOFTWARE PROFICIENCY & EXPERIENCE

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Sketch  
Adobe Creative Suite  
Invision  
Webflow  
Prototyping (various tools)  
HTML & CSS  
Facilitating Design Studios  
Pivotal Tracker

### EDUCATION

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#### **Carnegie Mellon University**

BFA Communication Design, 2010  
Cumulative QPA: 3.83/4.0

### HONORS & GROUPS

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#### **Phi Beta Kappa**

Carnegie Mellon University 2010

#### **AIGA**

Active member since 2008  
Student group leader at CMU 2008–2010

#### **Design Excellence Award**

Context: AIGA Pittsburgh's annual juried design show, 2009 and 2010 shows