

BRANDI GEISTER

Designer

Brandigeister.com

Brandi.geister@gmail.com

Experience

IT Network Security Admin / Zotec Partners

DEC 2024 – PRESENT, CARMEL, IN.

As an IT team member, I use internal tools and Red Hat Enterprise Linux to manage servers, monitor system vulnerabilities, perform regular patch, and document procedures.

Multimedia Adjunct Instructor / Ball State University

DEC 2024 – PRESENT, REMOTE.

I teach classes to undergraduate students in multimedia design and graphic design tools, web design, user research, and [social media strategy](#). I have spent the last 4 semesters redesigning the online learner UX, facilitating user testing, wireframing design options, and building templates in the University's LMS platform.

Design Consultant & Web Designer / Freelance

OCT 2023 – DEC 2024

Owned the design process of four interactive digital courses, managing each project from concept and wireframe to final launch. Oversaw visual design systems, layout, and user experience while coordinating timelines, assets, and feedback cycles. Delivered brand-aligned designs across LMS platforms. (Examples: [Course One](#), [Course Two](#), [Course Three](#), [Course Four](#)).

Instructional Design Consultant / Lifetime Learning BSU

MAY 2021 – AUG 2023, MUNCIE, IN

Led the end-to-end production of a university initiative's digital platform, designing, prototyping, and launching web-based products and marketing assets. Oversaw all visual design, HTML templates, and multimedia content, ensuring cohesive branding across deliverables. Directed cross-functional collaboration, managed timelines, and developed a reusable UI component library that streamlined design workflows and cut production time by over 50%.

Visual Designer / BSU Marketing and Communications

AUG 2020 – MAY 2021, MUNCIE, IN

I collaborated with writers, editors, and project managers to design promotional web, print, and social media content, including a library of animated [GIPHY stickers](#).

Experience

Ball State University / Master's in HCI

JAN 2020 – MAY 2022

Contributed to departmental projects involving web, 3D modeling, VR, and museum experience design, and media campaign development

Ball State University / Bachelor's in Graphic Design and Journalism

AUG 2016 – MAY 2020

Contributed to projects in digital, video, animation, print, screen printing and web design.

Skills

Design

Style guides & component libraries, mockups, ADA Compliance, illustration & interaction design, Canvas, Brightspace, motion design in After, visual & icon design, Blender, Articulate 360, Adobe CS, social media & content strategy, content management, copy editing, & copyright

Prototyping

Rapid prototyping using Figma and Webflow

Research

Qualitative & quantitative research methods, task analysis, A/B Testing, case study, persona research, cognitive walkthrough, heuristics, competitor research, ADDIE, TILT, & UDL

Collaboration

Workshop & Design facilitation, design reviews, Flexible, Communicative, Detailed oriented.

Code: HTML / CSS/ JavaScript / Wordpress