

Hi! I'm Katy Brunette. Nice to "e-meet" you.

📞 608-332-4619 ✉️ katybrunette1987@gmail.com 📍 Madison, WI 53717

A LITTLE ABOUT ME **Digital Experience & Web Content Specialist by trade, humanist by heart.**

Digital experience professional with a strong background in web content management, user/customer experience, and cross-channel digital communication. I specialize in maintaining and improving website content, optimizing customer journeys, and ensuring digital experiences are clear, accessible, and user focused.

Known for my attention to detail and ability to collaborate across teams, I enjoy problem-solving and translating business needs into polished, effective web and content solutions. I bring a thoughtful, user-centered approach while still focusing on execution, accuracy, and continuous improvement.

SKILLS

Web & Digital Content

- CMS Management (Kentico)
- Web content publishing & updates
- HTML, CSS, & some JavaScript
- Email design & campaigns (Oracle Eloqua)
- Content QA, proofreading, and editing
- Graphic design & typography

Digital Experience

- User experience & journey optimization
- A/B testing & performance improvement
- Usability & accessibility
- User research & testing
- Wireframing & mock-ups
- Data cleanup & content accuracy

Collaboration & Tools

- Cross-functional collaboration
- Creative & design thinking
- Effective & timely communication
- Team player with solo capabilities
- Microsoft Office
- Adobe Creative Suite
- Lyssna
- Siteimprove
- Widen/Acquia
- Figma
- SharePoint
- Agile & Scrum
- Visual Studio
- Azure DevOps

EXPERIENCE

UX Designer & Systems Analyst II

Madison Gas and Electric Company *Madison, WI*

12/2016 – 02/2026

9 years, 2 months

- Managed and maintained all company website content using Kentico CMS, ensuring accuracy, consistency, and accessibility
- Published, updated, and optimized all digital content across multiple platforms
- Collaborated with cross-functional teams to improve customer journeys and overall digital experience
- Built and updated website features using HTML, CSS, and ASP.NET Core (MVC)
- Developed and executed email campaigns, landing pages, and dynamic content
- Maintained and cleaned customer data to support accurate segmentation
- Conducted usability testing and research to improve site functionality and clarity
- Created wireframes and prototypes to support new content layouts and feature development

Desktop PublisherThe Geo Group Corporation *Madison, WI*

07/2016 - 11/2016

4 months

- Formatted various types of documents and materials in translated languages
- Modified and recreated graphics and images for translated versions
- Prepped and packaged all documents and files for transport
- Cleaned up, adjusted layouts to fit within given parameters and match originals

Digital Print OperatorOneTouchPoint *Madison, WI*

06/2014 - 11/2015

1 year, 5 months

- Operated print and finishing equipment in a high-volume production center
- Designed and edited projects using Microsoft Office and Adobe Creative Suite
- Restocked and maintained large-scale printers and copiers

Mail & Print Room OperatorGordon Flesch Company *Madison, WI*

08/2010 - 06/2014

3 years, 10 months

- Sorted and delivered all incoming, outgoing, and inter-office mail and shipments
- Processed and applied postage to all outgoing mail
- Ran all in-house print jobs on a Canon C9065 Advanced Pro machine (flyers, invites, brochures, booklets, posters, etc.)
- Designed, edited, and improved documents, files, and photos
- Managed and coordinated printer maintenance requests and ordered all supplies

EDUCATION**Bachelor of Science: Web Design & Development**Full Sail University *Winter Park, FL*

05/2016

- Advanced Achievement Award Recipient

**Associate of Arts: Visual Communications**Madison College *Madison, WI*

12/2010

LANGUAGES

French:



Limited

CERTIFICATIONS

- **Figma: Building Animations and Interactions**, LinkedIn Learning, Issued Feb. 2026
- **Figma Essential Training**, LinkedIn Learning, Issued Feb. 2026
- **Proofreading and Copyediting 101**, Universal Class, Issued Jan. 2018
- **HTML & CSS Advanced**, Madison College School of Professional and Continuing Education, Issued Nov. 2017

WEB & SOCIAL

- www.brunetteworx.com
- www.linkedin.com/in/katybrunette