

Monica Gilbert

Washington, D.C.

monica0gilbert0@gmail.com | Website: monicagilbert.online

Over 8 years supporting web experiences

EDUCATION & TRAINING

Bachelor of Science, Graphic Design, Art Institute of Pittsburgh 2005

Completed a variety of user experience training courses at Nielson Norman Group (NN/g) and User Experience Foundations at Human Factors International.

RELEVANT EXPERIENCE

Web Manager 02/2020 – Present

Marketing

Global Business Travel Association (GBTA), Alexandria VA

As the Web Content Manager, I support a small membership driven non-profit organization that supports the \$1.4 trillion business travel industry. I have multiple roles. I provide all aspects of user experience best practices, technical advice, and website maintenance to manage gbta.org using DNN and WordPress content management systems.

- Collaborate with managers and content owners to provide user experience guidance on how to display and structure content to enhance the stakeholder's vision or business goals
- Present solutions, provide guidance, and digital support for multiple marketing initiatives and events throughout the year
- Offer user interface workflow options and solutions on how to display content with the interface options available in the CMS
- Use quantitative data collected from Google Analytics to recommend positioning of content
- Test or develop new user interface features to provide display options to managers and content owners
- Provide technical support and advice about digital media such as videos, webinars, and RSS feeds
- Test and fix user interfaces to ensure mobile responsiveness
- Light copy writing and updates to the website
- Selecting images for the website
- Support email initiatives, as needed, using Pardot

Senior UX/UI Specialist 07/2018 – 01/2020

Bart & Associates, McLean VA

Contractor at the U.S. Courts Administrative Office, Washington, D.C., in support of the OSCAR (Online System for Clerkship Application & Review) web application. Managed, strategized, and led user research efforts for OSCAR including creating high-fidelity mock-ups to present to users.

- Led recruiting efforts for user research by implementing techniques to get users to participate in remote moderated usability testing
- Developed usability test plans for five different user types, wrote test scripts, conducted remote moderated usability testing
- Prototyped high-fidelity mock-ups for presentations
- Documented user-centered design processes and recommendations in a report for the client as a template for future user experience initiatives
- Designed and developed responsive website templates for OSCAR.USCOURTS.gov
- Created information architecture for help (customer support) articles as a supplement for communicating how to use new features for the next generation of the OSCAR recruiting web application
- Advised stakeholders of best practice for usability changes to the application, notably system feedback
- Exposed the team to human-centered design by conducting card-sorts, brainstorming sessions, and sharing quantitative data from analytics, and video clips of usability studies

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Usability SME & Front-End Web Developer 04/2013 - 07/2018

Publications, Digital Strategy & Platform Development

American Chemical Society (ACS), Washington D.C.

Maintained the ACS Publications platform for an audience of over 17M visitors a year. Represented the Digital Strategy team in collaborative efforts with cross-functional teams such as Marketing & Outreach, Editorial Development, PMO, Membership Services, and IT, with the goal of improving or creating new ACS products. Maintained the ACS Publications website and site configuration for new journals. Developed solutions for campaigns, website copy (including light copywriting and editing), team SME for website usability.

- Engaged customers through focus groups, surveys, and presenting user experience activities for the Academic Roundtable, CAS (Chemical Abstract Services, a division of ACS) Future Leaders, focus group at UVA, and usability testing at a National Meetings
- Represented the Digital Strategy team in outreach efforts to maintain membership retention and publishing usage among customers through collaborative efforts with Marketing Outreach and Membership Services.
- Led the Product & Design Roundtable to showcase organizational products for the purpose of networking and business opportunities among business units in the organization
- Led the Innovation Lab where developers showcased emerging technologies and how they could be implemented on the publishing platform
- Tracked content, campaigns, and marketing efforts
- Collaborated with marketing to provide front-end development of email campaigns and landing pages

Graphic Designer 05/2006 - 05/2010

Chemical & Engineering News Weekly Magazine (C&EN)

American Chemical Society, Washington D.C.

- Created information graphics, magazine layout, and produced print and web graphics

EMPLOYMENT HISTORY

Design Intern September 2005 – December 2005

Greenfield Belser, Washington D.C.

- Interned at an award-winning design firm by creating graphics for a variety of client projects

Administrative Assistant August 2001 - August 2005

McKissack & McKissack, Washington D.C.

Administrative Assistant June 2000 – July 2001

U.S. State Department, Washington D.C.

Storekeeper (SK3) June 1998 – June 2001

U.S. Navy, Honorable Discharge

References Available Upon Request