

MONICA GILBERT

monicagilbert.online // monica0gilbert0@gmail.com

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

Global Business Travel Association (GBTA), Alexandria VA

Senior Web Analyst 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, accessed by over 12M users a year.

- Led user research efforts by planning, recruiting participants, and conducting usability testing of representative users of the OSCAR web platform
- General user interface maintenance, templating, components, and testing

American Chemical Society, 9 years in various roles

Usability Subject Matter Expert & Front-End Web Developer 04/2017 - 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. This maintenance entailed daily updates to the content management system (CMS) through a ticketing system. 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.

- Deployed tracking codes to elements on webpages for event tracking in support of the analytics team
- Developed email and landing pages in collaboration with Marketing and Creative Services
- Configured and developed new journal homepages

Web Associate 04/2013 - 04/2017

Publications, Digital Strategy & Platform Development
American Chemical Society (ACS), Washington D.C.

Maintained the ACS Publications website and site configuration for new journals. Developed solutions for campaigns, website copy (including light copywriting and editing) and content strategy, team SME for website usability.

- 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

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EMPLOYMENT HISTORY

Class Instructor 2009 (part-time)

Sterling, Ledet, & Associates, Washington D.C.

- Trained adult students to use Adobe multimedia software.

Freelance, Owner & Creative Director December 2008 – December 2009 (part-time)

Design Virtuous

- Managed clients' creative vision from concept to finished products.

Production Assistant January 2006 – May 2006

Social Technologies, Washington D.C.

- Assisted with the development of a variety of exhibition materials such as displays, posters, brochures, logos, and landing pages.

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