

# Araba B. Ocran

Diligent support specialist with a knack for design and problem solving.  
Developing solutions for all in our digital and physical environments.

## EXPERIENCE

**Faculty & Student Support | Excelsior University | Hybrid/NY**  
Nov 2023 - pres.

- Supported Assistant Dean of Liberal Arts & Sciences with operations including course evaluation, academic Integrity, instructional hiring & training, and project management.
- Evaluated & addressed student accommodations ensuring needs, concerns, & appeals were met. While supporting research initiatives, and contributing to university-wide initiatives, ensuring adherence to college policies.

**Wellness Admin & Coordinator | Russell Sage College | Albany NY**  
July 2023 - Oct 2023

- Supported administration in wellness center with risk assessment and student/patient care. Handled need-to-know/sensitive medical data (HIPAA) effectively
- Managed health project planning and execution of campus events from purchasing, staff meetings, inventory to event coordination, media creation, social media content planning using Constant Contact

**Web Developer- UI/ UX | Freelance Contract | NY**  
Aug 2018 - pres.

- Developed interactive and responsive accessible websites for small business and content creators using HTML/CSS/JavaScript
- Implemented data-driven marketing strategies, including online videos, E-mail, ads, and engaging social media posts, resulting in increased customer base and revenue growth.
- Utilizing UI/UX principles- conducting user tests and implementing feedback through wireframing, prototyping, and A/B testing in Figma and Adobe Suite
- Collaborated with cross-functional teams to prioritize and manage projects, ensuring timely completion and alignment with business objectives

**Assistant Manager | Lovesac | Albany NY**  
2022-2023

- Supported sales team in achieving weekly and monthly targets using KPIs: including assisting in the training of new associates, providing product walk-throughs and addressing questions and concerns.
- Maintained accurate records of inventory and promptly resolved customer complaints, ensuring customer satisfaction.

**Collegiate Mentor | Ursinus College & University at Albany**  
July 2018 - May 2022

- Developed & implemented tailored lesson plans for peer tutoring in writing & research projects, resulting in grade improvement and enhanced content comprehension
- Led campus tours, Q&A events, and network events for incoming freshmen. Mentoring with guidance on high school academics, college admissions/readiness, social & professional development.

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## EDUCATION

**University at Albany, Albany NY**  
*Bachelors in Sociology and Informatics*  
Graduated

**Google UI/UX Certificate**  
*UI/UX Certification | Google Program*  
Graduated

**Opportunity College**  
Junior Web Developer  
*Technical Bootcamp | Graduated*

**Uncommon Charter High School**  
*High School Diploma*  
Graduated

## SKILLS

**Technical**  
// Adobe suite // Figma //Photoshop  
// Procreate® // Github  
// HTML/CSS/JavaScript // PHP  
// Python // R // Data analysis // SEO  
// Wordpress

**Collaborative**  
// Microsoft Office Suite // Google Suite (sheets, doc, etc.) // CRM // Slack  
// Zoom // Teams // LMS // Salesforce  
//ConstantContact // Research & Presentation // KPIs

## EXPERTISE

// User Experience  
// Program Coordination  
// Business Support & Management

## TECHNICAL PROJECTS

 [Github.com/ArabaBen](https://github.com/ArabaBen) | 2016- pres.

## LANGUAGES

English // Fanti // French // Twi