tools & skill set Adobe Creative Suite (Photoshop, Dreamweaver, InDesign), PHP, HTML, CSS/LESS/SASS, jQuery, MS SQL/MySQL, version control systems (Git, GitHub, Subversion, Bitbucket), agile process methodology management and documentation (Trello, Nuclino, Jira). Cross-platform and browser compatibility issues and the importance of web standards (Sec. 508, W3C) for usability. UX-related data-driven and user research, developing user stories/flows, information architecture, usability testing, UI prototyping, and interaction design. Familiarity with object-oriented programming.

employment history Digital Content Specialist, Clover Leaf Solutions, Inc. – June 2015 - Present

Collaborated with and directly supported the Energy & Climate program communications while contracted to Sandia National Laboratories. Maintained eight different websites, including adding and editing content, updating infrastructure, and ongoing design refreshes. Organized content audits across multiple platforms and produced content to support a holistic digital engagement and increase marketing performance. Supported digital marketing campaigns, including social media outreach and GovDelivery email campaigns. Maintained digital asset library, integrated media with external distribution systems, and managed role-based access control to version control and content management systems. Ensured all materials met established standards of appearance, content, and style. Produced strategic policies and procedures to promote the usability and increased user satisfaction of products. Conducted internal trainings on GovDelivery, WordPress, social media tools and policies, the documentation repository, site analytics, and best practices for web content. Compiled data for the monthly web and social media analytics report. Advocated and advised the organization on agile/scrum methodology and software engineering best practices.

Software Product Manager, Unirac, Inc. – April 2017 – May 2017

Defined software product roadmaps and timelines, coordinated with marketing for release and publication strategies, and created an overall software-related vision for the company. Developed competitive market analysis comparisons, gateway presentations, and value propositions for software initiatives. Supervised internal and offshore development teams, including implementing an Agile/scrum process of software development. Organized cross-functional team collaboration with engineering services, technical support, as well as internal and external sales. Successfully launched the new Unirac website and the PVComplete API integration in May 2017.

UI/UX Software Engineer, Weststar Mortgage Corporation – May 2015 - January 2016

Ashley Otero

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Developed responsive user interfaces using a modified Twitter Bootstrap UI framework for a C# and MS SQL mortgage servicing application. Created multiple mockups based on customer and stakeholder needs. Collaborated with end users during A/B and usability testing to create recommendations reports based on best practices. Worked on an agile team of software developers to deliver key modules under tight deadlines. Authored usability tests, product roadmaps, and sprint plans for the software development group.

Web Application Designer, SAIC – April 2014 - May 2015

Provided responsive, cross-platform compatible websites using WordPress, Cascade Server, and HTML/CSS/jQuery while contracted to Sandia National Laboratories. Maintained a scrum-based product ownership role of the Energy & Climate website, including completing work as the sole designer/developer. Produced new navigational and content taxonomies for existing websites, analyzed traffic and bounce rate patterns, and increased user feedback mechanisms. Created estimates of level of effort/rigor, created and executed product roadmaps, and evaluated budgetary concerns. Generated site-specific and procedural documentation, in addition to technical training documents. Conducted user training of content management systems and customized plugins for document repositories. Collaborated with usability experts, senior and principal web designers, communications specialists, cyber security representatives, and server administrators.

Software Engineer, General Dynamics – June 2010 - April 2014

Created applications using Java for government-specified requirements while contracted to the Department of Defense (National Reconnaissance Office). Converted over 15,000 IIS ColdFusion static pages to a LAMP-based architecture, running WordPress as a CMS. Generated application and procedural documentation. Created and maintained user interfaces, including rewriting interfaces to better meet W3C and Section 508 standards. Provided technical briefings to senior engineering and government staff. Led enterprise projects including virtualizing servers, updating networks, and overhauling multi-department web tools from planning to implementation and maintenance. Engineer of the Quarter (Q3 2011), Team of the Quarter (Q2 2012), NRO Organizational Award (Q4 2012).

Lead Web Developer, Digital Solutions – March 2009 - May 2010, Feb. 2007-Dec. 2007

Programmed backend user interfaces using JavaScript, PHP and MySQL. Developed user interfaces for websites using standards-compliant and optimized code. Continually refreshed content and images as part of a search engine optimization (SEO) program. Upgraded existing sites to meet accessibility guidelines, security, and W3C standards. Managed all web projects, including interfacing with clients and developers to deliver completed sites.

education Master of Science, Human Computer Interaction, Iowa State University, Ames, IA.

December 2017. GPA: 3.6.

Bachelor of Individualized Studies: emphases in Business Law and Computer Science, minor in Rhetoric and Technical Communication, New Mexico State University, Las Cruces, NM. May 2008. GPA: 3.2.