

Jessica Graham | UX Designer  
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## **WORK EXPERIENCE**

### **The Tribe | UX Designer (Internship)**

**November 2020 - Present**

- Carrying out user interviews and research
- Creating low-fidelity prototypes and high-fidelity wireframes in Figma
- Carrying out usability testing of prototypes and creating new design iterations
- Communicating with developers about translating UX research into on-site changes

### **STA Travel | Paid Search Specialist**

**June 2016 – September 2020**

- Setting up, managing and optimising PPC campaigns in-house across several international markets, working with both search and display ads
- Creating media plans and marketing budgets
- Carrying out analysis and reporting on PPC campaigns using Google Analytics; presenting findings and recommendations to stakeholders
- Building relationships and communicating regularly with partner platforms including Google, Jellyfish and Taboola

### **DLH Web Consultancy | Content Manager**

**April 2013 – May 2016**

- Creating written content for small to medium sized businesses across many industries
- Coordinating and delegating work across a team of in-house content writers
- Incorporating SEO strategies through use of metatags and keywords
- Proofreading and editing content provided by clients and other writers

## **Business Search Local | Content Writer**

**September 2011 – March 2013**

- Writing content for websites, blogs and marketing materials

## **EDUCATION**

### **Northumbria University | 2007 – 2010**

(BA Hons): Graphic Design

### **Cleveland College of Art & Design | 2005 – 2007**

BTEC National Diploma: Graphic Design & Photography

### **Macmillan Academy | 1998 – 2005**

A Level: English Language & Literature, Media Studies, Fine Art, Textiles

GCSE: English, Maths, Physics, Chemistry, Biology, Art, German, Geography, Design

Technology, Religious Studies

## **SKILLS**

User research, wireframing and prototyping, information architecture, Google Adwords (certified), Google Analytics, Excel, Bing Ads, content writing, editing & proofreading for social media / blogs / websites / PPC ads, bid management, handling marketing budgets, data analysis and reporting, basic programming (HTML, CSS and Javascript).

## **OTHER ACTIVITIES / INTERESTS**

My passions include travel and culture, psychology, food and cookery, visual arts and printmaking. I have worked as a freelance content writer for various clients including TicketArena.co.uk. I have independently taken various courses in UX Design and basic programming to advance my work skills.