

UX Designer & Writer UX Designer & Writer Seasoned Web/UX Designer & Content Strategist
Nashville, TN I'd like to occupy a position in Web Development, UX Design/Testing, or Content
Strategy that challenges my abilities and offers a creative outlet. Work Experience UX Designer &
Writer Freelance - Nashville, TN October 2002 to Present UX & UI design with storyboards,
wireframes, schemas, & prototypes using Adobe Illustrator, Photoshop, XD, & Figma Web design
& development using HTML, CSS, Dreamweaver, & WordPress. Graphics design, for both print
and web, using Adobe Photoshop & Illustrator. Photography services, including post photo
manipulation in Adobe Photoshop. Freelance writing & editing, including news releases in AP style
and web content. Development of social media strategies for clients for businesses and
individuals. Web Developer & Social Media Manager State of Tennessee (TWRA) - Nashville, TN
April 2001 to February 2017 Web design/development, content creation, & maintenance, using
HTML, CSS, WordPress, Drupal, & Adobe Dreamweaver Ensured proper 508 compliance and
accessibility of all online and digital products Conceptualized, built, & managed all social media
efforts through Facebook, Twitter, & YouTube Trained employees on how to use social media in
corporate, government, & non-profit environments. Mobile application user interface design on
both iOS and Android platforms Created & distributed HTML-based newsletter and special agency
promotions as needed via email to over 80,000 subscribers Tested and consulted on software
created for a 100,000+ customer base for online licensing systems Consulted staff concerning
web standards, usability, & accessibility for new and current projects & mobile application
development Repurposed content, both written and graphic, for use on the web Graphics
design, for web, e-mail blasts, e-newsletters, & social media using Adobe Photoshop & Illustrator
Integrated various multimedia into web projects Managed information architecture for the web and
developed all web-related user experience plans from conception to implementation, for both
public-facing and Intranet websites Used analytics to determine effectiveness of agency web
pages, social media posts, & promotions Analyzed follower trends to determine the content and
scheduling of web pages and posts to maximize exposure Used SEO to ensure website visibility
and high search rankings Education Technical Certification in Web Design & Development

Nashville State Community College - Nashville, TN 2005 to 2006 Psychology Middle Tennessee State University - Murfreesboro, TN 1997 to 2002 Antioch High School - Antioch, TN 1993 to 1997 Skills Content Strategy, Information Architecture, Usability/UX, Web Standards, Mobile Web Design, Mobile Application User Interface Design & Best Practices, HTML5, CSS3, JavaScript, WordPress, Photoshop, Dreamweaver, Illustrator, Section 508 ADA, Microsoft Office, Acrobat, Storyboards & Wireframes, Color Theory, Intuitive Design, Social Media, Drupal, Branding & Identity, New Media Marketing/ E-mail Campaigns, Copy Writing/ AP Style (10+ years) Additional Information Volunteer Work I worked as a Troop Leader & Service Unit Manager for the Girl Scouts of Middle Tennessee, managing over 30 troops in South Nashville from 2001-2005. During that time I led a group of nearly 60 volunteers with a volunteer staff of 10 women and men collectively managing fundraisers, membership drives, cookie sales, activities, camporees, award ceremonies, and programs for over 500 school-age girls. Positions also held during the course of my volunteer contract included Service Unit Cookie Manager and Council Delegate.

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