**IVONNE B. WARD |** Hillsboro, OR 97124 | ivonneward@gmail.com | 480.748.1281

**PROFESSIONAL HISTORY**

**Web User Experience (UX) Designer** - Independent Contractor

2000 – Present Miami, New York City, Phoenix, Portland

* Design websites and other digital and print; specialize in WordPress theme customization
* Content creation, copywriting, translations (English/Spanish)
* Social media branding, customization and account management

**Sr. Brand Manager** - Optimum Sports Performance

2006 – 2013 Tempe, AZ

* Created and developed identity and brand, including the website and a private forum for clients, and designed all print materials
* Analyzed website users' critical path and identified efficiencies to improve conversion, streamlining the user experience to address growing visitor traffic and audience objectives
* Created digital advertisements for placement on the company website, or inclusion in other industry websites
* Used ConstantContact and MailChimp to increase newsletter subscribers by over 600% with an open/click rate of 30-60% per campaign and minimal unsubscribes
* Created and served as copyeditor for two promotional e-books offered on the website
* Managed all aspects of social media presence on Facebook and Twitter using Hootsuite
* Created short videos for inclusion on the company's YouTube channel and the website/blog

**Blogger / Health Coach at Intel Corporation** - Take Care Health Systems

2008 – 2012 Chandler, AZ

* In addition to providing one-on-one coaching to wellness program participants, made multiple recurring contributions to the company's award-winning employee wellness program by authoring blog posts and brief articles for the client’s internal social media website on topics of health, fitness and nutrition as well as call-to-action posts engaging employees in numerous campaigns and promotions, all which helped to increase employee participation to some of the highest rankings in the industry.

**In-House Graphic and Web Designer** - Atkins (previously PBS&J)

2001 – 2005 Miami, FL

* Served as lead designer in developing architecture strategy for corporate intranet re-design, streamlining for better user experience
* Served as a lead designer on re-design of company's public website; collaborated creating new website style guide
* Worked with Media Group Director to create proprietary training materials for Dreamweaver, Photoshop, Illustrator and InDesign
* Served as designer for: Florida Atlantic University, Florida's Turnpike Orange County DMV

**Web Designer** - The McClatchy Company (formerly Knight Ridder Digital)

2000 – 2001 Miami, Fl

* Worked with ad sales department developing customized digital packages including banner ads and landing pages for promotions. Advertisers included companies such as American Airlines, Carnival Cruise Lines, Royal Caribbean, The Miami Dolphins, The Miami Marlins, The Miami Heat
* Contributed to digital advertising campaigns as well as complete re-designs for Knight-Ridder  Digital news websites Miami.com, Herald.com, ElNuevoHerald.com
* Collaborated with digital design team in implementing new content management system for those three websites.

**Web Designer** - TigerDirect.com

1998 – 1999 Miami, FL

* Contributed to the creation of the company's first e-commerce portal, taking popular and successful print catalog online; designed premium micro websites showcasing clients such as Epson, IBM, Symantec, Western Digital, Xerox; created banner ad campaigns for TigerDirect as well as the brands sold by the company.

**VOLUNTEER EXPERIENCE**

Event planning and hosting, social media, and writing by volunteering with these events and organizations:

**Bilingual Nutrition / Cooking Educator** - Oregon Food Bank West – Beaverton, OR   
**Taste of the Nation Phoenix & Portland /Event Volunteer** – Share Our Strength  
**Volunteers Coordinator / Registration Lead** – Phoenix 10K, Running Masters – Phoenix, AZ   
**TEDxPhoenix and TEDxTempe / Planning and Event Volunteer** – Phoenix, AZ   
**Bilingual blogger, social media writer** – inCYST Institute for Hormone Health – Phoenix, AZ   
**Social Media Manager / Core Committee Member** – Get Your PHX – Phoenix, AZ   
**Social Media Manager / Founding Committee Member** – Phoestivus Holiday Market in Downtown Phoenix – Phoenix, AZ

**PUBLICATIONS** (as Ivonne Berkowitz)

*Dreamweaver MX For Dummies*; Wiley July 2002; I. Berkowitz, J. Warner   
*Teach Yourself Visually Dreamweaver MX;* Visual August 2002; I. Berkowitz, J. Warner   
*50 Fast Dreamweaver MX Techniques;* WIley May 2003; I. Berkowitz, J. Warner, Y. Gonzalez

**EDUCATION**

**University of Miami -** B.S. Communication 1994 – 1998    
**California University of Pennsylvania** – M.S. Exercise Science & Health Promotion 2007

**SKILLS**  
Microsoft Office (Word, Excel, Powerpoint), Adobe Creative Suite (PhotoShop, Illustrator, InDesign, Dreamweaver), Type 90+wpm, 10-key 9,000 kpm, Bilingual–Fluent Spanish + English