

# Aubrey Jones

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Portfolio



As a dedicated content design specialist in various customer service roles over the last 10 years, I love to help others live healthy and happy lives through strategic and positive human-centered experiences.

## Work Experience

### Learning Specialist - InstructorNovember 2020 - Present

edX / 2U

- I created an engaging, positive, and inclusive learning environment for our students
- I explained complex topics to individuals with both a technical and non-technical background using tools such as Slack, Figma, FigJam, the Google Suite, etc.
- I ensured I brought the learning experience to life, building community and enhancing relevance through drawing on my own industry experience
- I infused empathy, support, encouragement, and fun into the students' learning progression
- I assisted the instructor with class time management
- I observed the class during code activities and projects to assist students (via Zoom)
- I graded homework and group project assignments using Canvas when applicable
- I showcased how to carry out UX/UI design thinking strategies such as interviews with different target audiences, write clear and concise compelling content, competitive analysis, research and synthesize data, information architecture, sketching, wireframe responsive layouts, style guides, branding, UX testing, presentations, etc.

### Facility Operations Team MemberApril 2024 - January 2025

Lifetime Fitness

- I maintained indoor and outdoor club cleanliness and safety by performing daily maintenance tasks
- I washed, folded, and stocked member towels and ensured the locker rooms are neat and orderly
- I ensured the usage of locker room consumables, cleaning products, and chemicals followed the amount prearranged by the department budget
- I responded to member inquiries regarding Life Time products, services, policies and procedures
- I provided LifeTime members with exceptional hospitality and reliability

### Operations AssociateSeptember 2023 - October 2024

Kohl's

- I leveraged omni channel offerings to deliver a frictionless customer experience. I accurately delivered on our operational processes, including but not limited to, BOPUS, BOSS, MLS, SFS
- I received and processed product, including unloading truck shipments and executed stockroom operations and omni channel fulfillment
- I replenished the sales floor as necessary based on sell through and seasonal changes
- I engaged customers by greeting them and offering assistance with products and services, operate a cash register, scan items, bag merchandise and properly handle different methods of payment
- I accurately and efficiently executed point of sale and customer service standards based on company guidelines providing courteous, friendly, fast and efficient service
- I supported inventory management from receipt to sale, including freight processing, back stocking, replenishment, inventory counts and price changes
- I answered incoming phone calls and directed them to the appropriate person or took messages as needed.

## Education

#### Continuing Education

UVU

Enrolled Summer 2025

#### Bachelor's of Science in Web Design and Development

Utah Valley University

Graduated December 2021

#### Certificate UX/UI Design

DevMountain

Graduated December 2016

#### Associate's Degree in General Studies

Salt Lake Community College

Graduated June 2016

#### CNA Certificate

SLCC Concurrent Enrollment

Graduated Spring 2011

#### High School Diploma

Brighton High School

Graduated June 2011

### Content Design FreelancerAugust 2019 - Present

Freelancing

- I developed, optimized, and published compelling content that aligned with client objectives and content best practices.
- I analyzed and enhanced web content in collaboration with creative and development teams.
- I implemented and maintained quality standards, process improvements, and cost-efficiency methodologies.
- I created and optimized website, digital, and print content, including strategic keyword placement, to improve organic performance and user engagement.
- I regularly updated content, focusing on keywords, meta tags, and editorial quality to achieve targeted organic search rankings.
- I operated effectively in a remote environment, leveraging collaboration tools and maintaining self-motivation and detail orientation.

### Content Designer InternMay 2018 - December 2020

Family Literacy Centers

- I updated clear, concise, compelling and accurate web content and/or promotional copy using client style guides and SEO best practices
- I interviewed various stakeholders to understand client business goals, brand differentiators, target audiences, and website tone and voice
- I aligned outdated content with organizational goals and provide trackable calls to action
- I reviewed and updated materials for consistency, tone and voice, grammatical accuracy, editorial style, and user understanding. I also did this in a team setting.

### Data Entry SpecialistApril 2015 - February 2018

Source HOV - Exela Technologies

- I adhered to security and privacy policies to protect company and customer information
- I prioritized work tasks based on processing schedules and client expectations for timely completion
- I handled time-sensitive materials like confidential and urgent packages
- I performed verification tasks promptly to ensure accuracy and identify errors
- I engaged in repetitive motion activities like twisting, bending, climbing, and lifting to 40 lbs. frequently
- I performed Mail Center activities including sorting, metering mail, printing, folding, inserting, using scanning equipment, and answering emails
- I demonstrated flexibility in meeting customer demands in a high-volume production environment
- I troubleshooted data issues and escalate to supervisors when necessary
- I assisted in manual folding of documents and use a folding & inserting machine
- I metered mail using a high-speed mailing machine
- Consistently followed business procedure guidelines and safety protocols
- I maintained detailed logs and reporting documentation
- I participated in cross-training and perform additional duties as assigned (e.g., filing, outgoing shipments)
- I scanned incoming mail and distribute to recipients
- I performed file purges and pulls, create files, and ship documents

References Available Upon Request