

# COURTNEY E. O'CONNELL

115 Calyer St. #3, Brooklyn, NY 11222 • 917.242.9092 • courtney.e.oconnell@gmail.com • courtneyeoconnell.github.io

## EXPERIENCE

TheLadders, New York, NY

**ART DIRECTOR**, June 2013 to present

Responsible for determining the visual identity of TheLadders' brand over large-scale web sites, email marketing and mobile. Advocate for visual consistency and identity across browsers, screen sizes, and platforms for collaborative, "Lean UX," agile product-engineering work environment. Partner with product managers, copywriters, and frontend developers to deliver innovative, user-centric, measurable, and manageable product experiences across all mediums. Assumed responsibility for the company's creative direction after creative director left.

- Increased registrations by 25% and conversions by 100% with a redesigned homepage
- Designed UX and UI for onboarding experience that resulted in 80% more of users having a more complete profile (and thus a better experience with our product)
- Responsible for the on-going, iterative design work that has resulted in a 24% increase of our NPS rating and an app rating of 4.5/5 stars
- Leading the frontend effort to consolidate, systematize and modernize styles across the entire suite of products - two web apps, three iphone apps, and an android app
- Present visual and interaction design to product and engineers management daily, and weekly to the CEO
- Hosted internal workshop + seminar on UX and Design
- Co-orchestrated a company ideation off-site of 100+ employees
- Conduct and aid in bi-weekly moderated and unmoderated user research
- Organized company hack-a-thon

Scholastic (eScholastic), New York, NY

**INTERACTIVE ART DIRECTOR**, September 2012 to May 2013

Spearheaded marketing and e-commerce testing processes while establishing modular, sustainable, strategic visual design solutions across key marketing touchpoints for Teacher's Store channel.

Saatchi & Saatchi, New York, NY

**ART DIRECTOR**, November 2011 to August 2012

Led the design efforts from concept to final development and expansion of successful fully-integrated campaign with \$6.5MM budget - including TV, radio, print, digital and CRM.

Zimmerman Advertising, Fort Lauderdale, FL

**INTERACTIVE ART DIRECTOR**, March 2011 to August 2011

Pioneered digital initiatives and campaigns for several national clients, and then was instrumental in establishing the agency's first Creative Digital Department - from art-directing and designing online collateral, to developing job processes and hiring and mentoring designers.

## SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), responsive web design, UX, moderated and unmoderated user research, iOS and Android design, Invision (prototyping), HTML, CSS, Sublime, Onmigrapple, SCSS

## HONORS

- Featured in Invision's blog series: Inside the Design Team at TheLadders
- TheLadders DNA Award winner and two-time nominee
- Columbia Scholastic Press Association (CSPA) Gold Crown winner - 2009 Ibis Yearbook
- 11 Individual First Place CSPA Gold Circles
- Associated Collegiate Press Pacemaker - 2009 Ibis Yearbook

## EDUCATION

Noble Desktop, New York, NY

WEB DEVELOPMENT 1/2 AND  
CSS INTENSIVE, Summer 2014

General Assembly, New York, NY

USER EXPERIENCE DESIGN,  
Summer 2013

University of Miami, Coral Gables, FL

B.S. IN COMMUNICATION, 2008

Majored in Visual Journalism and Studio Art,  
Minored in Business Administration

STUDY ABROAD, Prague, CZ

Summer 2007