



DAVID N ALLEN

CRO & TESTING



FRONT-END DEVELOPMENT



UI/UX



EXPERIENCE

2022-2024

CRO & UI/UX Specialist -SimplerTrading.com

Collaborate with the marketing team, offering design and development expertise to improve client-facing experiences and marketing efforts. I manage pages and sites, execute content updates, and enhance functionality with JavaScript. I create animated presentations for marketing and internal use, handle graphic design tasks, and contribute to on-site promotions.

2022-2024

Lead UI/UX -LeadingResponse.com

Led design and development lifecycle. Established efficient analytics testing. Crafted strategies to maximize marketing product performance.

2022-2024

Interactive Manager -Adperio.com

Developed and Implemented B2B and B2C Communication Strategies. Created motion graphics, demos, digital, and print materials for communication channels. Adapted content to resonate with multiple brands while maintaining consistency and effectiveness across platforms.

2022-2024

Freelance -David N Allen Design

Merged creativity and tech expertise to bolster brands, products, packaging, websites, video, animation, and advertising materials.

2022-2024

Creative Director -Image Magazine

Worked closely with designers, artists, copywriters, sales teams, and marketers to create a bi-monthly entertainment magazine.

2022-2024

Art Director -AvocetCommunications.com

Created effective print and digital advertising campaigns.

SKILL

Conversion Rate Optimization

Proven track record of optimizing conversion funnels to drive significant increases in key metrics such as sales, lead generation, or user engagement. Utilized A/B testing, multivariate testing, and data analysis to identify areas of improvement and implement strategic changes. Collaborated with cross-functional teams including marketing, design, and development to implement conversion-focused enhancements across digital assets. Implemented best practices in user experience (UX) design, information architecture, and persuasive copywriting to enhance conversion rates. Proficient in using analytics tools such as Google Analytics and Hotjar to track performance metrics and measure the impact of optimization efforts.

UI / UX Design & Development

Proficient in swiftly and accurately translating design compositions into functional screens. Experienced in both scaling existing projects and building them from the ground up. Utilize compilers and other tools to expedite production processes while ensuring optimization and deliverability. Adaptive learner capable of quickly mastering new techniques and understanding the evolving landscape of emerging technologies.

SOFTWARE

Adobe Photoshop	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
Adobe Illustrator	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
Adobe InDesign	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
Adobe Animate	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
Adobe After Effects	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

LANGUAGE

HTML, PHP	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
Javascript/jQuery	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
node	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
LESS, SASS	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆
React/Next/VUE	◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

Experienced Senior UX with a track record of successful CRO initiatives, seeking new opportunities for employment or projects.

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