

Kathryn Stoddard

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Junior UX Designer | Junior Front End Developer | Customer & Client Specialist

Executive Summary

- Strong passion for human factors psychology and how it can drive processes and user experiences.
- Ability to gather complex requirements and relay detailed instructions to audiences with less technical knowledge.
- A dedicated, team player who is always willing to help, learn and teach.
- Adept at learning new tools and processes quickly.
- Astute observer with strong determination to gather required information and break down problems in order to troubleshoot issues and consider alternative solutions.

Core Competencies

- Customer Service / Client Relations
- Creativity / Problem Solving
- Curiosity
- Adaptability
- Process & Tool Documentation
- Content Management & Quality Control
- Time Management

Technical Skills

Design: Photoshop, Sketch, Wireframes, Responsive Design, Axure, Usability

Analytics Tools: Google Analytics & Tag Manager

Programming/Markup Languages: JavaScript, PHP, HTML, CSS

Frameworks & Libraries: Bootstrap, jQuery

Related Proficiencies: Unix Command Line, Git, Version Control, WordPress

Education & Professional Development

Full-Stack JavaScript Web Development, Portland Code School, Portland, OR (January 2014 – April 2014)

Web Design & Development Certificate, Portland Community College, Portland, OR (Completed 28 credits toward certificate January 2012 – December 2013)

B.S., Marketing, Minor, Psychology, University of Utah, Salt Lake City, Utah (2007)

Related Projects

Axiom Equine – WordPress Website for Equine Leadership Training Company <http://www.axiomequine.com/>

Aug. 2014-Present

- Worked with client to determine website goals and content.
- Created overall look and feel of website through the use of a moodboard to relay design concepts to client.
- Using requirements outlined by client and design concepts from initial need finding, created user flow diagrams, wireframes and designed user interface in Sketch.
- Created customized WordPress theme using the Genesis framework, HTML5/CSS3, PHP and relevant WordPress plugins.

Professional Experience

Junior UX Designer, Pollinate, Portland, OR (May 2016 – Present)

- Collaborate with the UX team, Account Managers, Project Managers, Graphic Designers and Developers to implement designs.
- Document requirements and translate them into UX documentation such as user flow diagrams, wireframes and prototypes.
- Create wireframes and prototypes using tools such as Axure and Visio.
- Categorize content and information to create seamless user flows.
- Work closely with developers to understand functionality and feature constraints.
- Plan, run and analyze usability tests using UserTesting.com.
- Create analytics tracking strategy for user experiences and implement tracking via Google Tag Manager.
- Look for patterns to gain insights from analytics through Google Analytics and provide reports to clients and account team based on insights and current user behavior trends.

Key Accomplishments

- Created website hierarchy with faceted search navigation, user flow diagrams, site maps, wireframes and interactive prototype for large-scale eCommerce website, including a product customizer platform, with over 1000 products and four featured brands. Collaborated with clients, account team, designers and developers to determine project constraints and feature requirements.

Customer Success & Technical Support Analyst, Advisor Launchpad, Portland, OR (June 2015 – May 2016)

- Delivered customer service to clients and ensured client requests are properly defined and running on schedule.

- Worked with clients to maintain existing websites and web content using HTML, CSS and JavaScript across multiple in-house content management systems while promoting usability best practices.
- Reported bugs and interacted with the web development team to resolve issues.

Event Registration Finance Manager, CRG Events, Portland, OR (Dec. 2009 – June 2015)

- Ensured the financial processes during event registration were completed on schedule.
- Worked with clients and web development team to build financial reports and tools for registration websites.
- Reported bugs and interacted with the software development team to resolve issues.
- Oversaw event fee collection, provided revenue collection reports and actively managed the financial registration process.

Key Accomplishments

- Managed \$3 million budget and reconciled event budget ahead of schedule while learning new processes and a new client tool in Excel for budget management.
- Became Subject Matter Expert for internal cross charge billing and processes for one of our largest clients, responsible for documenting and consulting on processes to ensure all billing was completed within client's policies.

Media Coordinator, Spherion (CB&S Advertising - contract), Portland, OR (June 2009 – Dec. 2009)

- Provided ongoing support for media buyers by creating media recaps designed to inform the account teams and clients of buy performance.
- Worked with station reps to deliver insertion orders and to manage discrepancies.

Assistant Finance Coordinator, CampusPoint (CRG Events - contract), Portland, OR (January 2009 – June 2009)

- Monitored and provided ongoing support to the registration and event staff in day-to-day operations for issues related to event finances.
- Assisted attendees with questions related to registration and troubleshooted issues.

Marketing Assistant, Mountain Land Rehabilitation, Salt Lake City, UT (Nov. 2007 – Aug. 2008)

- Assisted in the creation and execution of marketing strategies for the inpatient division which reflected the brand, vision and the philosophy of the company.
- Created and updated marketing collateral using PhotoShop and InDesign.
- Created marketing training documents for the Access marketing database and facilitated trainings for the database.

Key Accomplishments

- Created new process for inventory tracking of marketing collateral using Excel.

- Persuaded Inpatient Division to use Access database to track their marketing efforts and carried out trainings across the division to ensure that facilities were prepared to track marketing efforts inline with core business methods.

Client Services Coordinator, FranklinCovey, Salt Lake City, UT (May 2007 – Nov. 2007)

- Coordinated the accurate, timely delivery of various aspects of company seminars by working with facilitators and clients.
- Maintained client and facilitator databases and ensured the accuracy of information entered into database.