

Kara Kraus

Cleveland, OH | <https://kwhaley.github.io/portfolio>

Professional Summary

Senior Technical Project Manager and UX Design Specialist with over 11 years of experience in web development, user experience research, and digital project management. Adept at integrating UX research into development processes, managing large-scale projects, and enhancing user engagement through strategic design and data-driven decision-making.

Skills

- **Automation:** Google Apps Script
 - **Product Management:** Atlassian Jira, Workday, Trello, Asana
 - **UX Research and User-Centered Design:** Axe, Qualtrics, CrazyEgg, Hotjar
 - **UI Design & Rapid Prototyping:** Figma
 - **Front-End Development:** HTML, CSS, JavaScript, PHP, React, WordPress
 - **Data Analysis and Visualization:** Python, R, SQL, Looker Studio, Tableau, Power BI
 - **Content Management Systems:** Cascade CMS, WordPress
 - **Creative:** InDesign, Photoshop, Illustrator, Canva
 - **QA Testing and Continuous Process Improvement**
 - **Additional Skills:** Budget Management, Cross-Departmental Coordination, Grant Writing and Reporting, Information Architecture, Technical Project Management, Website Content Management
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Professional Experience

UX Designer, Baldwin Wallace University, Berea, OH

April 2023 - Present

- Spearheaded a critical CMS platform migration, coordinating the successful transfer of over 4000 web pages within a tight deadline.
- Utilized design thinking and UX research to enhance website usability and user experience.
- Collaborated with cross-functional teams to ensure seamless integration and functionality.

Consultant, Business Operations and Strategy

2021 - Present

- The Reading Room CLE, Operations Director (2021 - 2024)
 - Oversaw budgets and implement comprehensive data analysis systems, ensuring accurate financial tracking and reporting.
 - Implemented data automation projects that reduced manual reporting time by 60%, enhancing operational efficiency and reducing cost.
- The Brownhoist, Automation System Developer & Membership Website (2023)
 - Developed an innovative automated system for project and shift management with user-friendly front-end interfaces.
 - Designed and implemented a comprehensive WordPress website with custom pages and transactional features for membership management and e-commerce.
 - Identified process improvement opportunities to drive efficiencies and cost savings.

Senior Web Developer & Business Strategist, Annevar, Streetsboro, OH

2013 - 2023

- Designed, developed, and maintained websites for small to medium-sized businesses in Northeast Ohio.
 - Worked closely with stakeholders and client customers to create intuitive sitemaps and user flows using existing data.
 - Developed an e-commerce website for a local coffee shop, increasing online sales by 50% within the first three months.
 - Conducted QA testing and ensured high standards of web accessibility and usability.
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Education

Graduate Coursework in Advanced Data Analytics, Baldwin Wallace University

Bachelor of Arts in Sociology, Kent State University

Honors & Awards

25 Under 35 Movers and Shakers 2017, Cleveland Professional 2030 Club 2017