

EXPERIENCE

- **Web Coordinator • Oct 2021 – Oct 2024**
Carnegie Endowment for International Peace

Improved user experience by implementing usability principles and design-centered approaches to optimize call-to-action campaigns and email designs, resulting in significant achievement such as a 20% increase in attendance at Carnegie's 2022 Nuclear Policy Conference.

Optimized websites, landing pages and built email marketing campaigns using HTML, CSS and basic JavaScript, achieving measured success such as a 24% increase in digital readership, and engagement in 2023.

Worked closely with social media and outreach teams to develop campaign ideas and social content promoting events, new publications, and weekly organizational updates. Ensured alignment between social media and email marketing channels to maximize impact and engagement.

Cultivated cross-functional collaboration among marketing, web development, and design teams, resulting in increased conversion rates such as a 3% enhancement in email click-through rates in Q1-2024, through the execution of email list management optimization strategies, A/B testing, and the contribution to a unified digital content strategy.

- **Web Steward & Office Assistant • Aug 2019 – Oct 2021**
Town of Chapel Hill

Spearheaded a comprehensive webpage redesign, enhancing navigation and user experience, which led to a 30% reduction in inbound customer calls and a significant increase in time-on-site, demonstrating a deep understanding of user-centric design principles.

Facilitated effective communication by delivering biweekly status updates to content design and web steward teams, ensuring alignment and fostering a collaborative work environment.

Played a pivotal role in the development of a new content structure, conducted thorough content audits in adherence to Federal Plain Language Guidelines, and employed Information Architecture principles to guide web writing, contributing to a cohesive digital content strategy.

PAST PROJECTS

- **PackLane.com Design Editor Redesign • 2024**

Research and identify customer pain points relating to usability of the PackLane online editor.

Develop and ideate proto personas, empathy maps, and user flows.

Conduct closed card sorting sessions in person and using Optimal Workshop UX Research tool.

Using Figma, Visily and Wireframe.cc to build compelling lo-, medium-, and hi-fidelity wireframes and user journey maps, creatively describing design features.

Conduct and moderate live usability test to field user input

EDUCATION

Certificate | User Experience Design Certificate
BrainStation • 2024

Graduate Certificate | Usability
Northeastern University • 2024 -2025

Certificate | Web Development I
Wake Tech Community College • 2020 - 2020

Bachelor's | Political Science
University of North Carolina at Pembroke • 2012 – 2016

SKILLS

Adobe Creative Cloud / HTML & CSS / JavaScript
Figma / Wireframing / Optimal Sort / Empathy
Maps / Content Design / Marketo / Monday.com
Email Marketing / Content Management Systems
Google Analytics / SEO / Project Management
Collaboration / Mobile-first Design / Design
Thinking / Card Sort / Moderated Usability Test