

## EXPERIENCE

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

Improved subscriber conversion and attendance rates by implementing usability principles to optimize call- to- action campaigns, **resulting in significant business impact including a 20% increase in attendance at Carnegie's 2022 Nuclear Policy Conference.**

Optimized web copy and email designs using HTML, CSS and content design principles to adhere to email marketing and brand strategy, brand guidelines, and tone, **achieving measured success such as a 24% increase in digital readership year over year.**

Collaborated and brainstorm ideas among marketing, web development, and design teams to refine strategy and align expectations, **resulting in key success such as a 3% enhancement in email click-through rates in Q1-2024 relative to previous quarter.**

Managed email marketing calendars using Monday.com to ensure timely marketing campaigns and to collaborate with multiple teams on marketing progress and status.

Support communications team of designers, web developers and editorial staff, ensuring that design process is streamlined, and our ideas result in clear, concise content across all channels.

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

Spearheaded a comprehensive webpage redesign, enhancing navigation, **which led to a 30% reduction in inbound customer calls and a significant increase in public sessions on website**, highlighting information was easier for the public to access.

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.

Handled primary administrative tasks for the Human Resources department such as new hire onboarding/orientation, webpage updates & office admin.

## EDUCATION

**Certificate | User Experience Design**  
BrainStation • Dec 2024 – Feb 2025

**Professional Course | Usability**  
Northeastern University • Sep 2024 – Dec 2024

**Certificate | Web Development I**  
Wake Tech Community College • Mar 2020 – Aug 2020

**BA | Political Science**  
University of North Carolina at Pembroke • Sep 2012 – Jun 2016

## PAST PROJECTS

**Redesign of PackLane.com design editor • Sep 2024**  
Northeastern University | Professional Course | Usability

Researched and identified customer pain points relating to usability of the PackLane online editor.

Developed personas, empathy maps, and user flows.

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

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

Conducted moderated, scenario-based usability tests with users

## SKILLS

Adobe Creative Cloud / HTML & CSS / basic JavaScript  
Bootstrap / Figma / Wireframing / Prototyping /  
Empathy Maps / UI Style Guides / Marketo /  
Mailchimp / Monday.com / Email Marketing / Content  
Management Systems / Google Analytics / SEO / Project  
Management / Notion / Collaboration /  
Mobile-first Design / Design Thinking / Card Sort /  
userinterviews.com/Moderated Usability Testing