

EXPERIENCE

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

Improved customer experience by implementing ux design-centered approaches 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 websites and built email marketing campaigns using HTML, CSS and basic JavaScript, achieving measured success such as a **24% increase in digital readership year over year**.

Cultivated cross-functional collaboration among marketing, web development, and design teams. This was furthered by the execution of email list management optimization strategies and the contribution to a unified digital content strategy.

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

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.

EDUCATION

Professional Certificate | User Experience Design
BrainStation • 2024

Professional Course | Usability
Northeastern University • 2024 -2025

Professional Course | Web Development I
Wake Tech Community College • 2020 - 2020

BA | Political Science
University of North Carolina at Pembroke • 2012 – 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 low- 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 / JavaScript /
Bootstrap / Figma / Wireframing / Prototyping /
Empathy Maps / UI Style Guides / Content Design /
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