1. Mapped user journey end-to-end using information architecture diagrams, user flows, wireframes and paper and interactive prototypes.
2. Determined coding requirements for site creation, including e-commerce capability, security and specialized scripts.
3. Created and moderated company wiki that facilitated up-to-date project communication between departments.
4. Developed site navigation by categorizing content and funneling traffic through content.
5. Worked closely with social media team on WordPress blogs and social media marketing.
6. Produced sample sites and received feedback about draft sites.
7. Gathered specifications and other key details to meet requirements of site development.
8. Built websites leveraging original theme creation using [Software].
9. Defined and demonstrated best in class user experiences that reflected company Information Technology standards.
10. Conducted usability testing and post-deployment evaluations to measure user experience success.
11. Designed, developed and deployed website by adding shopping cart, streaming video files and adding "Try Before You Buy" services for products.
12. Chose domain names, completed registrations and maintained website and web hosting account.
13. Used site analytics and metrics to define and monitor success.
14. Developed site content and graphics by coordinating copywriting, and designing images, icons, banners and enhancements.
15. Mentored [Number] interns in UX/UI Design Internship program.
16. Obtained [Number] million site visits in first year and pioneered use of streaming game-play videos.
17. Enhanced functionality and appearance of website and repaired functionality issues.
18. Conceptualized, planned and executed original designs for wide range of website properties.
19. Managed web site projects for service-based online [Type] business.
20. Developed concepts, target audience, requirements, deadlines and budgets.