



UX & UI

Agile/Lean UX
Persona Creation
Prototyping
Site Mapping
Wireframing
User Centered Design
User Research
Usability Testing

FRONT END

Bootstrap
CSS, SASS
HTML5
JS/jQuery
Performance Testing
Responsive Design
SEO
Troubleshooting

RELATED EXPERIENCE

Digital Lead - Inertia: Marketing + Design, Spring House, PA

SEPTEMBER 2020–PRESENT

- Design, build, and maintain several client and consumer-facing websites with UX best practices and front end skills
- Report to and collaborate with primary owners of the agency on a daily basis, handle multiple projects at a time
- Daily use of WordPress, its themes, plugins, and troubleshooting
- Using HTML, CSS, and Javascript for custom website features/functions
- Manage client and agency Google Analytics accounts, along with SEO
- Regular use of Adobe InDesign, Photoshop, and Illustrator in preparation for web and print production
- Design, structure, and deploy monthly email campaigns via HTML or templates; use of MailChimp and HubSpot form integration
- Launched an internal e-commerce website to be used by one client's 300+ locations to streamline the process of project requests
- Created app prototype for senior community client in Adobe XD
- Responsibilities from previous role are also used on a regular basis

Digital Designer/Developer - Inertia: Marketing + Design, Spring House, PA

AUGUST 2018–SEPTEMBER 2020

- Responsibilities include: Site installation, design and development, cross-browser and device testing, migration, user interface design, Analytics integration, and troubleshooting
- Converted email mockups into live HTML format, added styling with CSS
- Followed production procedures for materials such as social media posts, advertisements, among other print and digital materials

Creative Digital Coder - Lincoln Financial Group, Radnor, PA

MAY 2018–AUGUST 2018 (Contract)

- Communicated with another department to ensure accuracy of content presentation and resolution of pain points
- Worked with team members to design a responsive and user-friendly site for the 2017 Corporate Social Responsibility Report using HTML5, CSS, JS, and Bootstrap



APPS & SOFTWARE

Adobe Creative Suite
Adobe XD
After Effects
Brackets
Balsamiq
Divi Theme
Figma
FTP
Google Analytics
HubSpot
Illustrator
InDesign
Invision
MailChimp
Photoshop
Sketch
Webflow
WooCommerce
WordPress

CERTIFICATIONS

Email Marketing (HubSpot)
Google Analytics
Growth Driven Design

RELATED EXPERIENCE, CONT.

Intern - The Kyle David Group, Allentown, PA

OCTOBER–DECEMBER 2016

- Fell in love with User Experience Design and introduced to Bootstrap
- Designed and built a site for a wedding DJ which involved creating personas, wireframing, high-fidelity mockups, user testing, and debugging, producing a fully functional, responsive website
- Completed David Travis' course on Usability and UX
- Collaborated with creative team to design and test a Giving Campaign site for an out-of-state high school, who raised over 300% of their predicted donation goal
- Tested microsites built in WordPress and reported bugs for clients
- Used Zoho app to track project statuses and hours

EDUCATION

Complete Agile Management with Scrum

Udemy Online Course by Mirko Perkusich, Ph. D.
Certificate in Progress

UX & Web Design Master Course: Strategy, Design, Development

Udemy Online Course by Joe Natoli
Certificate in Progress

Kutztown University of Pennsylvania, Kutztown, PA

BFA Communication Design: Interactive Design & Advertising
Graduated: May 2017

User Experience (UX): The Ultimate Guide to Usability and UX

Udemy Online Course by David Travis
Certificate Earned: December 2016