

Experience

EducationDynamics – formerly Thruline Marketing

FEB 2019 – PRESENT

Manager, UX & CRO

SEPT 2022 – PRESENT

Senior UX & Organic Search Strategist

JAN 2022 – AUG 2022

Senior Digital Marketing Strategist

JULY 2020 – DEC 2021

Digital Media & Inbound Strategist

MAY 2019 – JUNE 2020

UX & SEO Intern

FEB 2019 – APR 2019

- Examine customer behavior through Google Analytics data, heatmaps, and session recordings to better understand user journeys and actions on 10+ partner websites.
- Educate account management, development, and marketing departments on the full UX process and the benefits of user-centric design.
- Lead agency-wide CRO initiatives by brainstorming, presenting, and implementing A/B tests for 15+ partners to improve site conversion rate.
- Create high-fidelity designs and prototypes for landing page redesigns and website updates.
- Conduct usability tests on live websites, analyze results to understand prospective students' behavior, and generate solutions to meet their needs and goals.
- Define information architecture and content structure for a website redesign while prioritizing user needs and considering SEO ranking factors.

Education

UX Design Program – CareerFoundry

MAY 2021 – APR 2022

- Learned and applied the entire UX process by designing and prototyping 3 applications based on a primary problem users faced.
- Performed usability testing to identify errors and improvements for each application.

B.S. in Interactive Digital Media / New Media – Northwest Missouri State University

MAY 2019

- GPA: 4.0 | Achieved Summa Cum Laude

Skills

A/B Testing

Wireframing

Prototyping

Data Analysis

Research Synthesis

Usability Testing

Info. Architecture

SEO

Tools

Adobe XD

UXTweak

VWO

CrazyEgg

HTML & CSS

Octopus

Google Analytics

SEMRush