

Overview

Multi-faceted web designer that has over 7 years of experience in A/B testing and conversion optimization.

Publishings

Featured in Optimizely's Dan Siroker's book "A/B Testing: The Most Powerful Way to Turn Clicks Into Customers" regarding my redesign and testing of Formstack.com.

Education

PURDUE UNIVERSITY
B.A. Visual Communication Design

- Outstanding Senior in VCD Award
- President of AIGA Purdue Chapter

Strengths

CLIFTON STRENGTHSFINDER

- Adaptability
- Context
- Deliberative
- Intellection
- Maximizer

Remote Working

- 4 years experience working remotely.
- Worked from Asia for months while maintaining daily communication with my company in the US.

Product Manager (CRO Consultant)

CROmetrics | 2016 to Present

- Advised clients in e-commerce, startup, and technology fields with multiple contract renewals under tenure.
- Analyzed their website metrics, developed optimization strategies, designed mockups, managed test implementation, and conducted bi-weekly check-ins.
- Test wins include redesigning a client's landing page for a 35-40% increase in lead generation and boosting another client's key product sales by 23%.

Conversion Optimization Specialist

Formstack | 2014-2016

- Became spokesperson for Formstack's conversion optimization form features. Conducted regular webinars with thought leaders in CRO industry.
- In charge of conversion optimization efforts from start to finish. This included creating a testing roadmap, design & development of test variations, launching A/B tests regularly, and conducting post-test analysis.

Web Designer, Design Team Lead

Formstack | 2011-2014

- Started Formstack's conversion optimization and A/B testing program. Over course of tenure, increased overall trial signup rate by 205%.
- Directed complete redesign of Formstack.com by planning site structure, designing page mockups, and coding new responsive templates. Redesign increased trial signups by 22% and was published in Optimizely's blog and book.
- Promoted to Team Lead to direct group of designers. Conducted daily scrums to discuss and plan marketing objectives. Interviewed, onboarded and mentored new hires.

Web Designer

Angie's List | 2005-2011

- First designer hired by Angie's List Marketing. Transitioned from print to web. Began A/B testing program and oversaw optimization of the signup funnel and website.
- Redesigned and rebuilt the entire front-end of AngiesList.com for better usability and branding. Saw a 14% lift in trial signups.

Skills

- EXPERT: HTML, CSS, jQuery, Sass
- PROFICIENT: Bootstrap, Foundation, Git, Github, Javascript, PHP, Wordpress
- APPS: Basalmiq, Codekit, Illustrator, Invision, Photoshop, Sketch, Sublime, Terminal
- ANALYTICS: Google Analytics, CrazyEgg, HotJar, Kissmetrics, Mixpanel, Optimizely