

ANNA DOOLEY

UX/UI DESIGN

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NOV 2020 TO CURRENT

UX/UI Designer *Kin and Carta*

In a lead strategist role, developed a comprehensive end-to-end customer experience (CX) blueprint for a client's lead generation process, mapping all interactions across both front and back stages.

Served in a **business strategy** role across various client engagements, analyzing team and organizational challenges to deliver impactful, data-backed solutions. Compiled findings into comprehensive, well-structured presentations and detailed spreadsheets

Performed user research to determine the most effective user experience for various actions and scenarios on the MoXe application

Redesigned product cards to be utilized across all teams and devices, focusing on organization and adaptive design for all possible presentable scenarios

Sole UX/UI designer for multiple website and application components. Responsible for solving for and designing multiple complex end to end user flows

Implemented complex Figma shared components with customizable variables to easily adjust for any page or scenario

Introduced new patterns for interaction design to adapt to more modern user expectations and patterns

Built complex and interactive prototypes utilizing ProtoPie, to provide the closest experience to a live site for user testing. Including interactive form fields, conditional logic and routing, micro-interaction features

JUN 2019 TO OCT 2020

Digital Marketing Strategist *Ideas Collide*

Developed multi-channel marketing automation strategies to drive engagement and exceed KPIs while ensuring a seamless end to end journey

Utilized triggered comms, landing pages, dynamic content and intricate mini campaigns within an ecosystem of digital experience to drive 150% overachievement of goals

Produced complex, clear and appealing visual presentations to present in-depth strategies and campaign goals to clients

Optimized digital marketing strategies through A/B testing and research into CRM and campaign data to determine gaps in user experience

Nourished client and team relationships through clear communication, collaboration and welcomed feedback

Worked cross-functionally to highlight each teams' strengths to guarantee high quality work and project execution

Responsible for testing and building complex segmentation to verify targeted campaigns with personalized user experiences to maximize engagement

Presented intricate digital strategies to top tier clientele, accentuating expertise in marketing automation, reporting and search engine optimization

JUL 2017 TO JUN 2019

Digital Marketing Specialist *Ideas Collide*

Designed complex reporting decks and dashboards to clearly track and present campaign performance and overall impact on KPIs

Created detailed social media content strategy for Best Western based off in depth research, presented to marketing board as a well polished and detailed slide deck

Self-taught Search Engine Optimization, earning recognition as the sole SEO specialist within the agency

Implemented SEO best practice guidelines for all clients across the company, while taking the opportunity to share out learned knowledge to team members and interested clientele

Executed multiple back end SEO elements for website redesigns including meta data, redirects, site maps, Google Search Console

Managed Facebook and Instagram Ads for various clients driving low cost per click for video, carousel and static feed ads

JUN 2016 TO JUL 2017

Digital Marketing Coordinator *Central Oregon Visitors Assoc.*



A creative, energetic and self-motivated professional seeking a team environment to further develop my skills and knowledge in all facets of UX/UI Design and marketing.

TOOLS

Figma

Eloqua

Microsoft Suite

Adobe Suite

Google Analytics

Visual Studio Code

Miro

EDUCATION



Oregon State University

2015 Bachelors Degree In Digital Media



2021 UX/UI Design Certification

FOR FUN, I ENJOY

