

TARA-LEE YORK | DIGITAL DESIGNER + CONTENT WRITER

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PROFESSIONAL EXPERIENCE

GRAPHIC/WEBSITE DESIGNER | TALENT DIVERSE **2017 - 2019, 01/2022 - Present**

- Supported client organization from idea to launch by thoroughly active collaboration with UX team and business owner, and then building out an online business funnel on WordPress website, set up email campaigns and software, a membership area, and e-commerce.
- Worked with MVP team to set up a user survey, thus validating founder's business concept, providing wireframes for the original marketing website, and creating brand guidelines.
- Integrated Mailchimp newsletter opt-in forms, created email templates and landing pages and maintained tagging and segmentation for various campaign audiences.
- Creation of visual elements for social posts and web pages.
- Conducted review of website designs for responsiveness and usability.
- Completed domain name registrations, maintained websites and web hosting accounts, and provided technical support when necessary.

NEWSLETTER CONTENT WRITER | CASE STUDY PRO **2021 - Present**

- Track email campaign metrics to determine high converting subject line, topics, and content.
- Write engaging and creative newsletter content on a bi-weekly content.
- Provide synopsis and topic tagging for new case studies in Airtable.

FREELANCE DESIGNER | INDEPENDENT CONTRACTOR **2015 - Present**

- Worked with clients to gather and define requirements, establish scopes manage project milestones, present mockups, and collect feedback for design adjustments/revisions.
- Delivered comprehensive marketing and design services to various nonprofit and private organizations.
- Created better user experiences within websites by conducting user research, developing new personas, completing card sorting activities, creating user stories and user flows to determine the best navigation patterns and redesigning websites to ensure optimal performance.
- Partnered with small businesses to organize and combine three different websites into one and created branding that catches the attention of the market audience.
- Conducted research utilizing UX methods such as user interviews, surveys, A/B, multivariate and prototype testing, affinity mapping, and creating user personas.
- Performed information architecture by utilizing sitemaps, online card sorting, user flows, customer journeys, and content strategy.
- Created UI assets (wireframes, mockups and prototypes) for mobile apps and the web.

- Designed branding identities and social graphics and responsive websites with WordPress utilizing Divi theme and Beaver Builder.
- Utilized design software to create design templates for social media/email giveaways, monitored and managed social media communities, and formatted and published WordPress blog posts.
- Expertly manage membership areas: uploading new content, designing new pages, adding/removing members, and monitoring the platform community.

DESIGN MENTOR- CAREER SPECIALIST | CAREERFOUNDRY

2016 - 2021

- Conducted mock interviews, whiteboarding sessions, and portfolio presentations to help new graduate students successfully present themselves to potential employers.
- Reviewed students' job application materials, including portfolios, resumes, cover letters, and online profiles.
- Evaluated and provided feedback on assignments from idea conception to final user interface design.
- Assisted UX and UI students with learning the essentials of the UX/UI design process, including conducting user research, creating personas, user flows, site maps, user/customer journeys, wireframes and performing A/B testing and high fidelity prototypes.

UX DESIGN WRITING | UX BEGINNER

2019 - 2020

- Researched, outlined, and wrote engaging articles on UX career-focused topics for new UX designers.
- Implemented finalized blog post into WordPress for publication.

SKILLS & TOOLS

MARKETING AND DESIGN: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Affinity (Designer, Photo), UX/UI Design/Prototyping (Figma, Adobe XD), UX Research Tools (Usability Hub, Optimal Workshop), Wireframing (Balsamiq Cloud, Sketch, Figma, Adobe XD), Email Marketing (Mailchimp, ConvertKit, Flodesk, Active campaign, Get response, etc.), Video Editing (ScreenFlow), CMS (Squarespace, WordPress, Webflow, Shopify), Coding (HTML, CSS)

ADDITIONAL: Microsoft (Word, Excel, PowerPoint), iWork (Keynote, Numbers, Pages), LMS (Teachable, Thinkfic, Podia, New Zenler, etc.)

SKILLFULLY ADOPTING NEW TECHNOLOGIES QUICKLY AND INDEPENDENTLY

EDUCATION

UX/UI DESIGN, CareerFoundry

WEB DEVELOPER TRAINING COURSE: HTML, CSS, CareerFoundry

CREATIVE DIGITAL MEDIA, GRAPHIC DESIGN, Computer Graphics, and Video Editing, MacTech Distance Learning

LICENSED PRACTICAL NURSE CERTIFICATION (LPN), New Brunswick Community College (NBCC), NB Canada