

Portfolio

https://cjclinger.github.io/UX_UI_HW_18_19_cathy_clinger/index.html

Work Experience

Self Employed

St. Augustine, FL

November 2022 – Present

UX/UI Design

- Conducted UX research, user interviews & tests, user flows, wireframes & prototypes for clients to guide them through their rebrand and redesign of their company websites.
- +4 years of UX/UI design experience including user interviews, applying external requirements, user & web flows, wireframing and prototyping mobile and web applications.
- Solid understanding of UX/UI design principles & user centric processes such as analyzing, defining, ideation, researching, surveys, and usability testing to improve conversion rates and better user experiences.
- Familiar applying research practices such as personas, affinity diagrams, empathy maps, insight & problem statements, priority matrixes, value propositions, user scenarios, storyboards & journey maps.
- Comfortable using iteration processes including competitor analysis and user flow diagrams.
- Familiar with project management methodologies such as Agile, Scrum and Kanban while using tools including Asana, Trello and Monday.com.
- Experience whiteboarding and creating storyboards, sketches, low- & high-fidelity wireframes and prototypes from hand sketches to Miro, Figma & Adobe XD iterations.
- Demonstrated ability to adapt to new software applications and technologies such as Miro, Adobe XD, Figma, Bootstrap, Wordpress, Visual Studio and GitHub.
- Familiar with accessibility testing, design and WCAG compliance.
- Experience designing and coding responsive interfaces for mobile and web apps using HTML & CSS (+8 years), Javascript (3 years) and Bootstrap. Experience coding for Wordpress & Drupal. Some familiarity with SaaS.
- Effective team player with excellent problem-solving abilities, empathy, and strong technical and communication skills. A proactive willing & quick learner with a meticulous eye for detail.

Prototype Sample #1 ([click here](#)) • Prototype Sample #2 ([click here](#)) • Prototype Sample #3 ([click here](#))

Brand Design & Digital Marketing

- Curator and digital designer for client websites, email marketing campaigns, social media click funnel & and motion reel design, as well as customized template design of CMS websites built in Wordpress, Elementor, Shopify and Drupal.
- Art direction of logo and collateral, signage, websites, catalogs, advertisements, and booth exhibits that resulted in high value solutions for clients at cost effective prices.

Senior Designer & Marketing Specialist

Navitas Credit Corp.

Ponte Vedra, FL

September 2012 – May 2023

UX/UI Design

- Conducted UX research and UI design for an e-commerce website, Equipment Street, and the onboarding process for Vendor and Customer portals.
- Usability practices included user research, testing, building user journey maps & web flows, designing low- and high- fidelity wireframes & prototypes, and final iterative apps of the dashboards through fully secure transactions involving three different financial applications including Leaseworks and Salesforce.

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Website Design

- Using Bootstrap, Drupal 10, and Wordpress designed responsive websites for all screens including mobile devices, incorporating corporate brand, best usability practices, prominent lead generation channels, and clear delivery of Navitas products & services. Websites built with HTML, CSS, and Javascript.
- Collaborated with software engineer to design wireframes and prototypes for an e-commerce, online community, and lead generation website.
- Designed vendor landing pages combining both Navitas and partner brands with multiple call-to-action links that convert visitors to new sales leads.

Website Sample #1 ([click here](#)) • Website Sample #2 ([click here](#))

Email Marketing

- Design and code all corporate email campaigns incorporating inline CSS, responsive and flat design, limited animation, and proper use of web fonts for best results in all generations of email clients, web browsers, mobile devices, and operating systems.
- Manage all email campaigns, using service provider Salesforce Marketing Cloud, Pardot, Act-On, Mailchimp and Litmus for uploading and testing html files, importing distribution lists from Salesforce CRM, building list segments including A/B testing, scheduling email drops such as drip campaigns, and reporting results of the email blasts.

Email Sample #1 ([click here](#)) • Email Sample #2 ([click here](#)) • Email Sample #3 ([click here](#))

Social Media Marketing

- Using Canva, designed animated promotional reels, ads and captions for LinkedIn, Instagram, and Facebook. Also wrote correlating copy.
- Wrote copy and designed click funnel landing pages for lead generation and conversion efforts for www.navitascredit.com.
- Write daily updates for our social media pages including company announcements, blog posts, and press releases.
- Integrate our social media presence into our email campaigns, websites, landing pages and other digital materials that direct visitors to join/like our pages.
- Design and manage Google/Meta retargeting ad campaigns that appear after visitors have viewed our website, emails, and landing pages to increase brand reinforcement.
- Designed responsive wall and profile graphics for LinkedIn, Facebook, and Twitter/X.
- Copy writing includes email campaigns, press releases, website copy, and marketing materials.
- Wrote internal style guidelines for use of new logo and digital templates.

Corporate Identity

- Led entire rebranding including name change, logo designs, websites, signage, and collateral for corporation and all 6 business divisions.
- Designed trade show booths including 10' backdrop, podium stand, table covers, and signage. Responsible for pre-flighting and delivery of all booth artwork for best compliance with production specifications.
- Art Director for both Navitas and Equipment Street brand including logos, digital brochure, business cards, rate cards, credit applications, letterhead, and document templates.
- Wrote internal style guidelines for use of new logo and digital templates.

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Art Director

SQE, Inc.

Orange Park, FL

February 2007 – July 2016

- Lead designer for corporate identity such as logos, collateral, media kits, conference brochures, training catalogs, advertisements, presentations, and booth exhibits for five conferences per year with +2000 attendees.
- Responsible for front-end design, usability, and HTML/CSS coding of corporate websites, eNewsletters and direct email campaigns.
- Redesigned eNewsletters to increase ad revenue, subscriptions, and click-through rates. Resulted in a 20% jump in ad sales.
- Managed production schedule for creative staff, encompassing +250 deliverables per year to ensure all products were completed on time and within budget.
- Liaison to all print, web and mail house vendors for the magazine, conference and sales brochures, business cards, and all other collateral.
- Participated in creative meetings, heads-and-decks with editorial staff, and brainstorming with our marketing team. Created, wrote, and pitched ad campaigns to executive staff.
- Worked with the Vice President of Publishing on annual and quarterly budgets for creative department.
- Art director for *Better Software* magazine a monthly 4-color, 56-page magazine with a print run of 50,000.
- Led the redesign of both the print and digital editions. Digital redesign improved visibility of type, reader engagement, maximized use of screen space on mobile devices, and created new advertising channels.
- Incorporated linked InCopy files to the InDesign template to streamline collaboration between the design and editorial teams and to increase productivity.
- Won three Charlie awards from the Florida Magazine Association for Best Cover design, Best Feature Design, and Best Special Theme or Show Issue.

Sales Director & Web Designer

Willis + Company, Inc.

Key West & St. Augustine, FL

June 2005 – January 2007

- Account management duties include new business development, client consultations, copy writing, storyboarding and pitching campaigns, vendor coordination, and ongoing client relations.
- Marketing efforts include advertising, writing and submitting press releases, conducting sales presentations, running trade show booths, direct email campaigns, social media outreach, professional networking, and community service.
- Art direction of logo and collateral, signage, websites, catalogs, advertisements, and booth exhibits that resulted in high value solutions for clients at affordable prices.
- Designed and built client websites generally for the tourism industry. Samples available in online portfolio.

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Senior Graphic Designer

IFES

Washington, DC

April 2001 - May 2005

- Led synchronized launch of new corporate identity within a 3-month period both at headquarters and for 23 field offices worldwide. Efforts included focus group meetings, storyboarding and pitching campaigns, organizational style guidelines, staff training, and presentations to the Board of Directors. Received leadership award with bonus and a promotion for my efforts.
- Designed collateral materials including new logo and slogan, letterhead and business cards in +4 languages, annual report, folders, brochures, and program guides using 2-color design for more cost effective printing.
- Art Director of *democracy at large* and its predecessor *Elections Today*, a 5-color, 32-page quarterly magazine which features international democracy news.
- Publications include buyer's guide, international law compendiums, voter education posters, certified poll worker forms, election ballots in various languages and alphabets, and white papers for the organization.
- Experience designing in the following mediums – raised acrylic and brushed steel for signage, engraving, watermarking (paper), silk screening, embroidery, embossing (paper and leather), die cutting, dull and gloss varnishes, spot colors, use of artisanal papers, foil stamping and encased enamel.
- Supported the Vice President of Communications and managed creative services staff with department work flow, staff training and mentoring, annual reviews, and art direction.
- Designed and managed organization's websites including www.IFES.org and www.ElectionGuide.org.

Education

University of Central Florida UX/UI Design Certification

University of Baltimore, graduate coursework, MA Publication Design

Ohio University, Bachelor of Arts, Political Science

Computer Skills

Adept in both Macintosh and PC platforms: GitHub, Bootstrap, HTML5, CSS3, JavaScript, Figma, Sketch, Agile Methodologies, Wordpress, Drupal 10, Elementor, Visual Studio Code; Adobe Creative Cloud (XD, InDesign, InCopy, Illustrator, Photoshop, Acrobat, Dreamweaver, Animate); Canva, Miro, Salesforce CRM, Salesforce Marketing Cloud, Pardot, Act-on, Asana, Trello, and Microsoft Office.

References

Available upon request

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