

Results-driven web strategist with 12+ years of experience leading digital initiatives that align user experience, SEO, and business goals. Proven track record in optimizing large-scale websites, defining information architecture, and collaborating cross-functionally to drive engagement and lead generation. Combines content strategy, UX research, and web analytics to inform high-impact decision-making and scalable digital systems.

Skills

Web Strategy, Content Architecture, Personalization, SEO, CRO, Information Architecture, UX Research, Mouseflow, Kameleoon, Symanto, Google Analytics, HubSpot, OptimMonster, Usersnap, Asana, WordPress, Shopify (Liquid), HTML/CSS, Figma, Miro, Canva

Experience

WP Engine, Senior Web UX Designer 2023-Present

Led strategic web initiatives across information architecture (IA), user experience research (UXR), and SEO to enhance discoverability and engagement. Partnered cross-functionally to drive optimization and scalable digital solutions.

- Led web strategy and content architecture for a new resource center, aligning UX research, SEO, and business goals to improve, simplify content discovery and drive engagement.
- Created a UX research framework to guide strategic planning, usability testing, and performance measurement across digital initiatives.
- Collaborated with CRO, Development, and Marketing teams to define optimization strategies and launch high-converting landing pages and ad campaigns.
- Designed and implemented personalized web experiences leveraging SEO insights, keyword targeting, message mining, and A/B testing.
- Established sprint-based project management workflow in Asana, improving team efficiency and accelerating delivery of strategic web initiatives.
- Supported the design system to ensure consistent and scalable UX across the marketing site.
- Acted as Site Lead for the Virtual Americas community (350+ members), fostering remote engagement through virtual events and strategic planning.

MedStudy, Digital Design Lead 2018-2023

Owned full web strategy for marketing and e-commerce platforms, aligning cross-functional teams to deliver scalable digital experiences that supported business growth and product visibility.

- Led end-to-end strategy for content architecture, UX, and SEO across public-facing sites, bridging gaps between design, development, and marketing.
- Defined and implemented improvements to SEO, accessibility, and content structure, increasing organic visibility and enabling stronger conversion tracking.
- Created wireframes and UX strategies to support digital products and multichannel marketing campaigns.
- Rolled out a scalable content creation system using Canva templates, reducing turnaround time by 40% and streamlining cross-team approvals.
- Directed UX and performance optimization efforts on Shopify using custom Liquid code, enhancing SEO and improving e-commerce analytics.
- Established internal workflows to align digital, video, and social teams for more efficient campaign planning and execution.
- Leveraged analytics tools to guide strategic decisions and improve the digital customer journey.
- Provided mentorship and creative direction to team members across marketing, video, and design, ensuring cohesive execution of campaigns and brand standards.

Freelance, Web Strategist & Designer 2012-Present

Provides digital strategy and design services for clients across industries, delivering user-focused websites and marketing assets that support business goals.

- Audits user experience and site architecture to inform strategic recommendations and create intuitive, conversion-optimized web designs.
- Develops custom WordPress websites and themes using HTML/CSS, ensuring responsive, accessible, and SEO-friendly experiences.
- Designs full branding and identity systems, aligning visual direction with business positioning and user needs.
- Produces digital marketing assets, including social media campaigns and display banners, to support brand engagement and visibility.

Benchworks, Senior Art Director 2017-2018

Led digital and brand strategy for clients in both pharmaceutical and consumer sectors. Collaborated with internal teams and stakeholders to deliver cohesive, results-driven creative solutions.

- Scoped project deliverables for websites and campaigns; contributed to proposals and SOWs.
- Collaborated with Creative and Digital teams to streamline execution and communication.
- Launched a company-wide social media strategy, including competitor analysis and content creation.
- Designed websites, branding, ad campaigns, emails, and marketing assets to meet diverse client objectives.

Liquid Interactive, Associate Art Director 2014-2017

Led design and strategy for responsive websites, digital campaigns, and branding projects while mentoring creative team members and supporting department growth.

- Directed teams in delivering user-centric web experiences, digital campaigns, and product interfaces.
- Scoped strategic deliverables for proposals and SOWs; led client planning and presentations.
- Developed an internship program to strengthen UX and digital design capabilities across platforms.
- Fostered team alignment through kickoff meetings, collaboration workshops, and cross-department coordination.
- Supported hiring and vendor partnerships to scale creative and development capacity.

Spoto Interactive, Lead Designer 2014

Led digital design and strategy for the Scripps Networks Interactive account, including HGTV, Food Network, Cooking Channel, and DIY Network.

- Delivered web design, branding, and interactive campaigns across multi-channel platforms.
- Participated in client planning, presentations, and early-stage campaign strategy.
- Supported business development by identifying prospects and contributing to pitch efforts.
- Collaborated closely with developers, project managers, and creatives to execute cohesive digital experiences.

Education

*B.F.A. in Communication Design at Kutztown University of Pennsylvania, Summa Cum Laude
Concentrations: Interactive Design and Advertising Design*

Certificates & Awards

- Google UX Design Professional Certificate, Summer 2025
- Silver ADDY for Martin Guitar Redesign
- UX Design Certificate from How University
- In-House Creative Management Certificate from How University