MARCIE KELLY

info@marciekelly.com
marciekelly.com

OBJECTIVE

A passionate user-experience designer interested in researching, forecasting, identifying and incorporating consumer needs into user-centered designs. I am seeking a challenging opportunity to discover and build the space where business needs meet user needs, and real value is created.

SKILLS

- Axure
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Sketch
- Zeplin
- HTML5 & CSS3
- Adobe Dreamweaver
- Jira
- Windows and iOS
- Google Analytics
- JustInMind
- LucidCharts
- Camtasia
- Microsoft Office
- Drupal
- Wordpress

QUALIFICATIONS

- Consumer focused
- Versed with UX and User Research techniques, fidelities and methods
- Able to support findings and recommendations with design, usability and cognitive principles
- Highly collaborative with stakeholders, various departments, product owners, etc.
- Strong written and oral communication
- Familiar with both Web and Mobile standards
- Proficient with graphic design, layout and typography
- Strategic problem-solver
- Conversant with agile environments
- Quickly adapt to obstacles and conditions
- Self motivated
- Adept organizational skills
- Deadline oriented

WORK EXPERIENCE

ALLDATA — **Elk Grove, CA**
Senior UX Analyst — 2013 – Present

- Defined vision of end-to-end user experience for new products.
- Gathered, analyzed, presented and implemented feedback, research findings and solutions increasing the average product usage from 29% to 73% in 2018.
- Designed features for and developed new products leveraging user personas, task diagrams, low and high fidelity wireflows and wireframes, call-outs, specifications, prototypes, and user testing.
- Created and executed specification guidelines and layouts increasing development performance and efficiency.
- Lead efforts in conceptualization and design of user interactions, including motion and sound design.

- Received product recognition at Automechanicka winning the 2018 innovation Zone award

1st Financial Center — **Gold River, CA**
Marketing Assistant — 2009-2013

- Developed and delivered Successful SEO, resulting in higher rank within search engines which generated larger enrollment ratios and increased online accreditation.

- Assisted development of departmental editing and Web publishing best practices resulting in higher efficiency and accuracy.
- Standardized interdepartmental practices by creating and disseminating a company Training Manual for all departments resulting in dynamic infrastructure and increased workflow throughout the company.

Advanced Kids Inc. **Rancho Cordova, CA**
Executive Assistant 2008-2009

- Executed and delivered research analysis for multiple projects on time and under budget.
- Managed, planned, and developed company website, events, presentations, and marketing strategies.
- Credited for developing and utilizing filing and retrieval systems for ease of workflow.

American Media Advertising **El Dorado Hills, CA**
Graphic Designer 2005-2008

- Recognized for developing and implementing office procedures.
- Executed strategic marketing approaches to escalate traffic to client locations resulting in the quantitative increase of client sales production.
- Operated and designed graphic production, publishing over 100 web, print, television and radio advertisements per month.

JC Penney **Citrus Heights, CA**
Visual Display Specialist 2001-2005

- Subjectively increased sales by creating visual interest to products.
- Implemented and utilized strategic marketing plan to expand interest resulting in increased organization and efficient navigational flow among department floors.
- Designed, organized, and implemented wall layouts to collectively display higher volume of products resulting in increased departmental sales.

EDUCATION

American River College Sacramento CA
Associate of Fine Arts Degree (with honors)

Academy X Sacramento CA
Dreamweaver Intermediate Certification of Completion

UC San Diego Extension San Diego CA
UX Design Certification