

# MARISSA DICKERSON

## SENIOR UX/UI WEB DESIGN STRATEGIST



### CONTACT

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📍 Freelance / Full-time / Remote

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### SKILLS

- Adobe Experience Design (XD)
- Adobe Photoshop, Illustrator, InDesign
- Wordpress, Shopify, Wix
- InVision
- Sketch
- Instapage
- Hotjar & Lucky Orange Heatmapping Tools
- HTML/CSS
- Google Analytics
- Google Optimize

### SUMMARY

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Highly focused and organized professional offering a versatile knowledge of website builds, information architecture principles, usability/user research methodologies, conversion rate optimization, initial wireframe development, and full design concepts.

### WORK EXPERIENCE

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#### 2022 ● USER EXPERIENCE WEB DESIGN STRATEGIST

2019 Linkmedia 360/Attane

- Led and managed over 40 best-in-class website redesigns -- from initial strategy planning, brand development, and sitemap strategy to wireframing and presenting design concepts to clients, to full execution of site launch by overseeing development build out and QAs. One site was recognized as a Top 10 Best Senior Living Websites in 2019 and remains for 2022, featured on Comrade Web
- Developed an iterative and lean design and review process to be leveraged by the full solutions and development team, streamlining communication and execution between teams, including QA checklists, developer training, project plan templates, design-to-dev handoff documents and sitemap templates
- Collaborated with stakeholders, project managers, and web developers leading all web design and strategy discussions
- Conducted initial discovery calls with key stakeholders using a comprehensive branding and design questionnaire to understand requirements and evaluate needs and wants of the client to ensure work is in the best interest of the user and the business - and ensuring our full team is stacked with all information necessary to fulfill the contract to the best of our ability

#### 2019 ● USER EXPERIENCE WEB DESIGNER


2018 Linkmedia 360


- Developed a wireframe catalog with different layouts and modules to choose from to streamline the redesign process
- Implemented new sitemap structure and navigational flow baselines for 25+ senior living clients
- Worked directly with client and agency management team to establish project scopes, guidelines, and project timelines
- Performed site audits and analyzed heatmap data paired with current UX Best Practices to propose suggestions to the design and available functionality
- Conducted beta-users research, A/B testing and multivariate analysis, transcribing feedback and results into the product's web platform improvement, increasing overall conversion rate
- Created cloneable email campaign templates to increase scalability and efficiency through our marketing automation platform that was used by 20+ clients saving over 100 hours of production time
- Developed several high-converting landing page templates based on different client services to increase scalability and overall lead flow paired with our PPC campaigns

## EXPERTISE

- User Experience
- User Interface Design
- Web Design
- SEO / SEM Marketing
- Data Analysis
- Conversion Rate Optimization
- Copywriting
- Problem-Solving
- Project Management
- Leadership
- Communication

## SOCIAL

 Facebook / marissa.dickerson

 Instagram / ma\_dick\_

## REFERENCES

### Kathleen Battin

Alpha Digital Project Manager - Nestle

P: 440-223-6477

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### Angela Noorman

Senior Project Manager - 3|Share

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### Alex Leaman

Senior Marketing Manager, Paid Media - Brilliant Earth

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### Kurt Krejny

Senior Vice President - Attane

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### Marissa Centofanti

Vice President, Marketing Services - Hileman Group

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## WORK EXPERIENCE CONTINUED..

### 2018 ● DIGITAL MARKETING SPECIALIST

2016 | Linkmedia 360

- Performed form audits on clients' sites to improve usability and increase conversion rate, creating the opportunity to present form audits as a new business offering
- Analyzed call-to-action placements on existing sites, which lead into single-page design enhancements, which transpired into full-fledge website redesigns bringing in hundreds of thousands of dollars through a new Website Redesign (WRD) business offering
- Managed clients' Google listings and ensured brand consistency across multiple platforms
- Improved clients' search rankings, visibility, and local SEO by performing technical and competitive analyses, implementing redirects, and developing blog, email and SMS campaigns
- Developed infographic and brochure designs to pair with ongoing SEO offerings
- Analyzed and evaluated social media performance
- Created branded ad toolkits for Google and Facebook to streamline the ad creation process, saving over 200+ hours of production time

## EDUCATION

### 2016 ● Bachelor of Arts in Communication - Focus in Visual Media & Video Entrepreneurship Minor

John Carroll University - Magna Cum Laude

## PORTFOLIO SITES

I have designed and launched over 40 websites; here are a few samples to showcase overall design, functionality and usability

#### ● Buckner Retirement Services

| bucknerretirement.org

#### ● Christian Living Communities

| christianlivingcommunities.org

#### ● Maplewood

| maplewoodseniorliving.com

#### ● Goodwin House

| goodwinhouse.org

#### ● Hawthorn Senior Living

| seniorlivinginstyle.com

#### ● Springpoint Senior Living

| springpointsl.org

## INTERESTS



Painting



DIY



Travel



Surfing



Cooking