

Margaret Cipriano

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SUMMARY

A Seattle-based UX designer with a public relations background. Expert at driving results for B2B, tech and healthcare clients. Strong leader with a creative training in fine arts and human-centered design. Collaborative team member who excels at big-picture strategy and detail-oriented iteration to support innovative solutions for diverse stakeholders.

SKILLS

- UX / UI design
- Information architecture
- UX writing
- Digital marketing
- Content development
- Wireframes / Prototyping
- Adobe CC Suite
- Sketch / Figma
- Google Ads / Google Analytics

UX EXPERIENCE

Lead UX Designer, Jordan Crown, November 2021 - present

- Initiate discovery process grounded in human-centered research strategies to align client, stakeholder and user goals.
- Create sitemaps and IA structures to organize major user flows.
- Develop wireframes, leveraging content, navigation and stakeholder KPIs to maximize usability, increasing event goals by an average of 15%.
- Establish style guides and design system libraries to marry brand messaging with digital interfaces.
- Develop high-fidelity mockups and facilitate handoff to development team.
- Regularly interface with clients to explain design decisions and align stakeholders on project vision and goals.
- Serve as design ops lead for internal team, streamlining processes and implementing business development solutions.

UX Coordinator, Elevated Third, June 2021 - October 2021

- Designed experiences across mobile and web platforms, including development of wireframes and high-fidelity mockups.
- Managed content entry process, including running crawls and content audits to form accurate migration plans.
- Delivered engaging and educational content training during pre-launch phase.
- Developed documentation of content types, taxonomies, field mapping and content requirements through QAT process.

Student, School of Visual Concepts, March 2020 - June 2021

- Executed end-to-end design process including research, information architecture, user flows, wireframes and prototypes.
- Conducted user research and applied data-based insights about users to design solutions.
- Expanded knowledge of accessibility guidelines and utilized these parameters as basis for all design work.
- Integrated feedback from usability studies and client reviews to iterate on website design.

PUBLIC RELATIONS AND CONTENT DEVELOPMENT EXPERIENCE

Senior Account Executive, Firmani + Associates, February 2021 - July 2021

Account Executive, Firmani + Associates, June 2019 - February 2021

- Crafted strategic PR documents such as key messaging, crisis communication, press releases, op-eds, and social media content.
- Drove forward a range of client projects including content marketing, responsive and accessible website design, and social media campaigns.
- Collaborated with clients and cross-functional stakeholders as project manager; oversaw strategic objectives, driving deadlines and providing creative solutions to challenges.
- Developed strategic communications to reflect end-user needs and align with organizational brand and vision.
- Created and distributed paid social and Google Ads campaigns that increased clients' engagement by over 700%. Developed and executed digital marketing initiatives, including SEO, to increase web traffic by 500%.

- Evangelized and implemented project management system firm-wide, training colleagues and establishing new workflow.
- Led presentations for social strategy and media training to clients, communicating key objectives and actionable next steps.

DEGREES

Bachelor of Arts, English - Minor, Marketing - Bradley University, *Summa Cum Laude*, 2015

Master of Fine Arts, Poetry - Graduate Interdisciplinary Minor, Studio Photography - The Ohio State University, 2018

UX Certification - School of Visual Concepts, 2021

UX Design Certificate - Google, 2022