

# Margaret Cipriano

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## SUMMARY

A Seattle-based UX designer with a strategic public relations background. Expert at driving results for B2B, tech and healthcare clients. Strong leader with 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.

## UX EXPERIENCE

**Lead UX Designer**, Jordan Crown, November 2021 - April 2024

- Led full design lifecycle: discovery, storyboarding, user research, wireframes, high-fidelity mockups and prototypes.
- Created sitemaps and IA structures to leverage stakeholder KPIs, increasing event goals by an average of 15%.
- Facilitated over 20 workshops and user sessions to inform strategy, driving the creation of 10+ new product features.
- Built 10+ style guides and design system libraries to marry brand messaging with digital interfaces.
- Collaborated with cross-functional teams to translate user feedback into design solutions, increasing conversions by 10%.
- Served as Design Ops lead for internal team, streamlining processes and implementing business development solutions.

**UX Designer**, Elevated Third, June 2021 - October 2021

- Designed experiences across mobile and web platforms, including responsive web-apps and websites.
- Managed content audits and crawls to meet goals of increasing accuracy of migration plans by 15%.
- Delivered engaging and educational training for CMS during pre-launch phase.
- Developed documentation of content types, taxonomies, field mapping and content requirements through QAT process.

**UX Cohort Member**, School of Visual Concepts, March 2020 - June 2021

- Executed end-to-end design process for membership sign-on experience, reducing form fill out time by 33%.
- Conducted quantitative and qualitative user research, applying data-based insights to reduce number of steps by 75%.
- Implemented WCAG accessibility guidelines, meeting goals to improve accessible interfaces by 5%.

## ADDITIONAL STRATEGIC EXPERIENCE

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

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

- Crafted strategic PR documents: key messaging, crisis communication, press releases, op-eds, and social media content.
- 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, establishing new workflow.

## 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

## SKILLS

- UX / UI design
- Information architecture
- Interaction design
- UX research
- Wireframes / Prototyping
- Adobe Suite
- Figma
- Google Ads / Google Analytics