



JESSICA BECKER

STRATEGIC LEADERSHIP

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EXPERTISE

- Content Strategy
- Critical Thinking
- End-User Advocacy
- Information Architecture
- User-Centered Design
- Usability/Testing
- Visual Design
- Web Accessibility

EDUCATION

Master of Science in User Experience Design

Kent State University

2016

Bachelor of Science in Biology, Focus in Visual Communications

Bowling Green State University

2001

As a UX and visual designer with nearly 20 years of experience, I lead diverse teams to design and develop innovative, user-friendly and goal-driven websites and digital marketing projects.

- A passionate designer with a solid foundation in user interaction and visual design who loves the challenge of solving problems and communication solutions visually.
- Extensive experience in driving innovation and developing roadmaps and strategic plans to implement new processes and systems from the ground up.
- Deep understanding of the end-to-end experience design with the ability to balance execution with a clear product design vision that brings measurable value to users.
- A team leader dedicated to exceeding client expectations—and reaching their goals—through inspired design decisions that follow web and accessibility best practices.
- Plays active role in developing and executing all projects—from creating site structures to performing user research to ideating design elements and patterns.

PROFESSIONAL EXPERIENCE

SENIOR EXECUTIVE DIRECTOR OF WEBSITE DESIGN, DEVELOPMENT & OPTIMIZATION

2019-present

EXECUTIVE DIRECTOR OF WEBSITE DESIGN & DEVELOPMENT

2016-2019

SR. DIRECTOR OF WEBSITE DESIGN & DEVELOPMENT

2015-2016

*Case Western Reserve University
Cleveland, Ohio*

Over the past seven years, I've grown to become an integral member of our department's leadership team, actively involved in many of the university's high-priority, strategic projects—from recruitment to fundraising to brand management. In addition to leading the web design and development team, I also help craft and execute strategies for a variety of marketing and communications projects, including all websites, email campaigns and annual reports.

- Directed the research, visual design and development of multiple university websites including the redesign of case.edu.
- Through oversight of visual design, content creation and website development, led the creation of degree-focused landing pages that leverage personalization based on user interactions to drive engagement and, ultimately, enrollment.
- Created a design system to help standardize website components.
- Helped to develop the training program for Drupal 8, accessible to over 500 employees. Assisted with improving training and development of training guides, in-person help sessions and the implementation of bi-weekly Drupal Drop-Ins.
- Manage end-to-end communications in Slate for graduate and professional marketing enrollment campaigns—from establishing a process for submitting requests to assigning and helping with email builds to planning the strategy for post-performance data collection, analysis and enhancement.
- Working with the marketing team, develop and manage advertising campaigns, including the visual ad design. Meet with the graduate enrollment team to regularly review data, pivot when

TECHNICAL SKILLS

- Adobe Creative Cloud
- Drupal/WordPress
- GitHub
- HTML 5/CSS/JavaScript
- Microsoft Office
- OmniGraffle
- Optimal Workshop
- Salesforce Marketing Cloud
- Siteimprove
- Sketch
- Slate

ACHIEVEMENTS

CIRCLE OF EXCELLENCE AWARDS: GRAND GOLD AND BRONZE

*Council for Advancement and Support
of Education*

2017

CASE DISTRICT V AWARDS: GOLD

*Council for Advancement and Support
of Education*

2017

BEST OF CATEGORY: UNIVERSITY WEBSITE

Horizon Interactive Awards

2018

VOLUNTEER EXPERIENCE

ADVERTISING MANAGER

American Dahlia Society

2021

PRESIDENT

UXPA Cleveland

2018, 2019

VICE PRESIDENT

UXPA Cleveland

2017

PROFESSIONAL EXPERIENCE CONT.

- needed and help set the strategy for future campaigns to improve ROI.
- Led the customized build of a Drupal 8 environment to migrate 135 websites of varying complexities from a legacy CMS to Drupal 8 within nine months. Implemented a syndication software to sync content across websites to improve the user experience and information sharing across the university. Continue to design and build new websites, with the eventual goal of moving all university websites into one CMS.
- Key player on the implementation team for Salesforce Marketing Cloud. Worked with internal and vendor teams to identify data needs and establish new processes to drive the standardization of branding and accessibility of email communications. Assisted with the data integration, user onboarding and training.
- Supported the reorganization of Case Western Reserve University's marketing department, transitioning from a from a decentralized to centralized environment. Helped onboard more than a dozen new employees, educating them on our office's practices and protocols as well as overall university structure and environment. Continue to serve as a key resource to department members and leadership for both day-to-day operational activity and long-term strategic decision-making.
- Represent marketing and communications on policy-making groups, such as digital accessibility, and implementation of high-level projects, including two CRMs in the past two years.

ADJUNCT FACULTY

2019-present

Kent State University, Kent, OH

Adjunct instructor for the User Experience Design Program (School of Information). Classes taught include Intro to UXD, Principles of UXD, Information Architecture I & II, UXD Leadership, Principles of Interaction Design, Interaction in Practice, Usability I & II

SENIOR WEB DESIGNER

2009-2015

Northwestern University, Evanston, OH

- Designed and provided art direction for intuitive, accessible websites that have brand-focused visuals, reusable designs and consistent interaction patterns.
- Brainstormed, researched, tested, designed and refined user experiences within specified project requirements and deadlines. Created personas, wireframes, process flows, hi-fidelity mockups, style guides and interactive prototypes.
- Acted as project manager on various assignments which included managing timelines, client expectations, documentation and project teams.

WEB CONTENT SPECIALIST/GRAPHICS

2008-2015

Jockey International, Kenosha, WI

- Worked within the e-commerce team to conceptualize and design website graphics and advertising solutions for the Jockey.com website.
- Designed, tested, coded and delivered monthly email marketing for all Jockey products. Emphasis on accuracy, timeliness and innovation in email marketing.
- Created targeted landing pages and banner ads for advertising campaigns, performed A/B testing and adjusted designs to increase ROI.

SPEAKING

DRUPAL COMMUNITY DISCUSSION - PANEL

HigherEdWeb

2020