COURTNEY E. O'CONNELL

115 Calyer St. #3, Brooklyn, NY 11222 • 540.907.9190 • courtney.e.oconnell@gmail.com • courtneyeoconnell.github.io

EXPERIENCE

LearnVest, New York, NY
VISUAL DESIGNER, June 2015 to present
UI/UX lead and advocate for growth initiatives – like modernizing and templatizing emails and cross-platform acquisition flows, conducting user research on highly-trafficked pages, and developing roadmaps for user-centered experiments around data collection and branding.

TheLadders, New York, NY
PRODUCT DESIGNER, June 2013 to June 2015
Responsible for determining the visual identity of TheLadders' brand over large-scale web sites, email marketing and mobile. Advocate for visual consistency and identity across browsers, screen sizes, and platforms for collaborative, "Lean UX," agile product-engineering work environment. Partner with product managers, copywriters, and frontend developers to deliver innovative, user-centric, measurable, and manageable product experiences across all mediums. Assumed responsibility for the company's creative direction after creative director left.

– Increased registrations/day by 25% and doubled conversions (16% to 32%) with a redesigned homepage

– Designed UX and UI for onboarding experience that resulted in 80% more of users having a more complete profile (and thus a better experience with our product)

– Responsible for the on-going, iterative design work that has resulted in a 24% increase of our NPS rating and an app rating of 4.5/5 stars

– Led the frontend effort to consolidate, systematize and modernize styles across the entire suite of products – two web apps, three iphone apps, and an android app

– Hosted internal workshop + seminar on UX and Design

– Co-orchestrated a company ideation off-site of 100+ employees

– Conducted and aided in bi-weekly moderated and unmoderated user research

– Presented visual and interaction design work to product and engineering management daily, and weekly to the CEO

Scholastic (eScholastic), New York, NY
VISUAL DESIGNER, September 2012 to May 2013
Spearheaded growth and e-commerce testing processes while establishing modular, sustainable, strategic visual design solutions across key marketing touchpoints for Teacher's Store channel.

Saatchi & Saatchi, New York, NY
INTERACTIVE ART DIRECTOR, November 2011 to August 2012
Led the design efforts from concept to final development and expansion of successful fully-integrated campaign with $6.5MM budget – including TV, radio, print, digital and CRM.

Zimmerman Advertising, Fort Lauderdale, FL
INTERACTIVE ART DIRECTOR, August 2009 to August 2011
Pioneered digital initiatives and campaigns for several national clients, and then was instrumental in establishing the agency's first Creative Digital Department – from art-directing and designing online collateral, to developing job processes and hiring and mentoring designers.

SKILLS

Sketch, Adobe CS (Photoshop, Illustrator, InDesign), responsive web design, UX, UI, moderated and unmoderated user research, Usertesting.com, iOS and Android, Invision (prototyping), Keynote (UI animations), HTML, CSS, Sublime, Google products (Drive, Hangouts, Sheets, Docs, Drawings), Ethnio, Jira, Trello, Onmigraffle, Sass

HONORS

– Featured in Invision's blog series: Inside the Design Team at TheLadders

– TheLadders DNA Award winner and two-time nominee

– Columbia Scholastic Press Association (CSPA) Gold Crown winner - 2009 Ibis Yearbook

– 11 Individual First Place CSPA Gold Circles

– Associated Collegiate Press Pacemaker - 2009 Ibis Yearbook

EDUCATION

Noble Desktop, New York, NY
WEB DEVELOPMENT 1 & 2, CSS INTENSIVE
Summer 2014

General Assembly, New York, NY
USER EXPERIENCE DESIGN (UXD)
Summer 2013

University of Miami, Coral Gables, FL
B.S. IN COMMUNICATION, 2008
Majored in Visual Communications and Graphic Design, Minored in Business Administration

STUDY ABROAD, Prague, Czech Republic
Visual Storytelling Intensive
Summer 2007