Nathan Brown
UX STRATEGIST & ANALYST

Yuma, AZ
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UX Analyst with a background in content management and strategy. Experienced in user research, CRO strategies, design, and marketing, along with leadership roles and collaboration among teams, departments, and stakeholders. Skilled in building, managing, and optimizing a company's digital presence to produce a delightful user experience.

EXPERIENCE

Senior UX Conversion Analyst | Clearlink
Yuma, AZ [remote]   (Sept 2022 — present)

- Oversee UX, conversion and optimization strategies for CableTV.com, an affiliate site designed to simplify buying choices for customers of TV, internet, and streaming services.
- Conduct regular analysis of page performance for on-page KPIs and revenue generation; calculate ROI and set projections for on-page optimization impact.
- Strategized and converted landing page layouts to direct response style, resulting in an average of over 150% increase in CR and additional $50,000+ in revenue.

Senior UX Content Strategist   (Aug 2021 — Sept 2022)

- Performed QA for web page content, providing in-depth review for quality assurance, adherence to guidelines, and UX opportunities for optimization and conversions.
- Completed agile auditing of 200+ web pages for optimization opportunities to increase site revenue; made quick UX improvements to 100+ pages, resulting in increases of primary page KPIs, including sessions and CTR.
- Conducted regular audits of content and content inventory for 800+ pages on cabletv.com, including assessments of above-the-fold content, mobile vs desktop analysis, and more.
- Built comprehensive content map in Lucidchart, using data integration tools and conditional formatting to visualize over 800 pages and categorize into relevant groupings.
- Used guerilla-style recruitment to interview and conduct user testing with multiple participants as part of ongoing CRO efforts to better qualify leads sent to our partners.

AEM Content Author | Aquent (Client: Rockwell Automation)
Yuma, AZ [remote]   (Aug 2022 — present)

- Author, upload, edit, maintain, and QA content/assets using AEM 6.5 for Rockwell Automation, a leading provider of industrial automation products.
- Primary content author of website migration project for Sprecher + Schuh; built 30+ pages, including manual creation of 500+ table rows for ecatalog and AutoCAD library.
- Uploaded, edited, iterated on, and performed QA on 20+ pages for Investor Relations site migration; created Experience Fragments and content embed fragments as needed.

SKILLS

USER EXPERIENCE

Competitor Analysis
User Research/Personas
Information Architecture
Card Sorting/User Flows
Wireframing/Prototyping
UI Design
Usability Testing

CONTENT & MARKETING

Content Strategy/Management
Writing/Copy Editing
Digital Asset Management
Email Marketing
Conversion Rate Optimization
Search Engine Optimization
A/B Testing & Heatmapping
Data Analytics

TOOLS

DESIGN	WEB & DEV
Figma	HTML
Sketch	CSS
Adobe XD	XML
InVision	JavaScript
Lucidchart	jQuery
Balsamiq	Bootstrap
Photoshop	Git • Github
Illustrator	
InDesign	

UTILITIES

Mouseflow
Adobe Experience Manager
WordPress
Airtable
Google Workspace • Microsoft 365
Asana • Jira • Confluence

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EXPERIENCE

Web Content Manager/Specialist, Team Lead | Cru
Orlando, FL   (Aug 2012 — Aug 2021)

- Oversaw team of content specialists and strategists; uploaded, edited, maintained and managed content/assets using AEM and WordPress.
- Co-led information architecture project using moderated in-person card sorting, resulting in a more robust IA suitable for ingesting 1,000+ pages in a migration project.
- Validated user stories with UAT and QA in content management system migration, testing and approving 30+ web page components for cross-browser compliance.
- Built 20+ SEO content pillar pages in 2020, leading to page one SERP rankings on these pages and a 15% decrease in site bounce rate from 2019.
- Updated files using HTML, CSS, HTL, XML and JavaScript; 80+ contributions to Cru's GitHub repository (reviews, commits, pull requests) for ongoing web development upkeep.
- Built custom quiz using HTML, CSS, JavaScript/jQuery, and Google Apps Script, which captured data in Google Sheets and generated 20,000+ leads in one year.

EDUCATION

Certificate in User Experience Design
CareerFoundry (2020-2021)

Online, intensive 10-month course learning fundamentals of UX and UI.
Areas of study included competitive analysis, user stories, user research, personas, user journey maps, information architecture, usability heuristics, emotional & visual design, rapid prototyping, and usability testing.

UX Certification (UXC #1047041)
Nielsen Norman Group (May 2021)

Five UX courses and exams in areas of interaction design, research, and UX management:
1) Information Architecture • 2) The Human Mind and Usability • 3) Usability Testing
4) Customer Journey Mapping • 5) Design Tradeoffs

Bachelor of Science in Visual Communications
Interactive Multimedia

Ohio University • Athens, OH

SKILLS

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UI Design
Usability Testing

CONTENT & MARKETING
Content Strategy/Management
Writing/Copy Editing
Digital Asset Management
Email Marketing
Conversion Rate Optimization
Search Engine Optimization
A/B Testing & Heatmapping
Data Analytics

TOOLS

DESIGN
Figma
Sketch
Adobe XD
InVision
Lucidchart
Balsamiq
Photoshop
Illustrator
InDesign

WEB & DEV
HTML
CSS
XML
JavaScript
jQuery
Bootstrap
Git • Github

UTILITIES
Mouseflow
Adobe Experience Manager
WordPress
Airtable
Google Workspace • Microsoft 365
Asana • Jira • Confluence