

Terry Scrimsher

UI/UX Designer

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Portland, OR

WORK EXPERIENCE

Live Laugh Love Art / Digital Marketing Specialist

June 2018 - PRESENT / Portland, OR

- Overhauled company's web presence by designing and implementing their new website, which quickly lead to a 50% increase in monthly workshop booking revenue.
- Reinvented their digital marketing strategies by creating and maintaining their first AdWords PPC campaigns, which yielded a positive ROI within the first month.
- Created updated email marketing newsletters and steered their email campaigns to be segmented by customer interests, both of which lead to a 700% increase in Fall promotional sales compared to the previous year.

Logical Position / Web Applications Developer

March 2016 - April 2018 / Lake Oswego, OR

- Primary role entailed development of internal web applications, primarily developing sales and reporting tools.
- Served as a Sr. Web Developer when not working on company assets, developing client facing websites and creating custom solutions to fit client needs.
- Promoted to the analytics code implementation team lead and developed the team's technical process, and held periodic meetings with Account Managers to provide education on Google Analytics and how to utilize tracking metrics data.

Global Media Solutions / Web Department Manager

December 2013 - March 2016 / Beaverton, OR

- Managed web development and SEO teams, hired and trained team members, oversaw SEO campaigns and process.
- Prior to my promotion to manager I served as the Sr. Web Developer, primarily creating client sites with WordPress. I also created single page Angular apps to serve client needs, and built and maintained reporting tools for various departments within the company.

EDUCATION

Portland Community College / Web Design: AAS

June 2011 - June 2013 / Portland, OR

Portland State University / Philosophy of Science: BS

June 2008 - June 2011 / Portland, OR

SKILLS

Design: Illustration & UI graphics • User flows • Wireframes and mockups • Experience Prototyping • Concept sketches

Research: A/B testing • Website analytics • Task analysis & persona hypothesis • Usability testing • Cognitive walkthrough

Development: HTML/CSS • JavaScript • React • VueJS • Angular • PHP/MySQL • WordPress/WooCommerce • Google & Various APIs

Tools: Illustrator • InDesign • Photoshop • Framer.js • Git

3D / Hardware: Blender • Unity • Arduino • CURA • Woodworking