



WEB STRATEGIST & PRODUCER + UX & VISUAL DESIGN

JORDAN HANA BOULTER

driven by **strategy** + fueled by coffee

SKILLS

Web strategy
Product management
Visual & UX design
Data analysis
Contextual research
Wireframes & mockups
Content strategy
Copywriting
QA website testing
Strong communication
Leadership
Team management
Process implementation
Cross-functional relationships
Timeline management
Web content management
Customer service expert
Small business management

Software & Platforms

Contentful
Wordpress
Google Analytics
Figma
Illustrator
Google Suite
Microsoft Office
Slack
Asana

Programming

HTML5
CSS

CONTACT

Carnation, Washington
(425) 281-2186
JHVisualDesign@hotmail.com

Portfolio

www.jhvisualdesign.com

PROFILE

I am a web strategist specializing in crafting customer-centric web solutions and implementing processes for optimal product management—with a strong skillset in communication, thought leadership, and resourceful problem solving.

EDUCATION

Arizona State University || May 2020 || Summa Cum Laude - GPA 4.0
Masters Certificate in Digital Communication, Multimedia, & Marketing

Arizona State University || August 2019 || Summa Cum Laude - GPA 4.0
BAS in Graphic Information Technology; focus in Web Design & minor in Technical Writing
Member of Dean's list for Fall 2017, Spring 2018, & Fall 2018

VOLUNTEER

Marketing & Web Content Manager || EastWest Food Rescue

Focusing on website management from exploring ways to improve the overall experience, increase conversions, more clearly define the mission statement and bring in storytelling.

WORK EXPERIENCE

Senior Web Strategy Manager || Carta

- Proven track-record in leading and developing complex projects from concept to execution—including analyzing data, defining initiatives, managing timelines, and collaborating cross-functionally with stakeholders, design, development and QA teams
- Strong understanding of web technologies from web and UX principles, web development processes, web content management, to brand initiatives
- Proficient in evaluating and improving web processes to deliver higher quality outcomes with reduced technical bugs for project launches, increase efficiency between web, design, and development teams, and improve communication between project leads
- Ability to work in a fast-paced, start-up mentality environment with capabilities of being adaptable to navigate through re-prioritizing project initiatives, timelines, and deliverables
- Leadership skills in managing, coaching, and motivating a full-team of designers and developers to push the limits creatively on every project

Web and Audience Growth Manager || Forterra NW

- Primary focus on audience growth across all digital platforms while maximizing brand awareness and increasing conversions
- Additional responsibilities included project management, working cross-functionally with stakeholders on the strategy and development of all marketing and web related projects
- Projects ranged from implementing new UX strategies, building landing pages, to monitoring analytics to improve the audience journey while aligning with the goals all digital platforms

UX + Web Design || JH Visual Design || Freelance

- Freelance projects redesigning B2C websites—focusing on audience journey, implementing SEO strategies, aligning with business initiatives and brand standards to increase web traffic and optimize conversions