

MONIQUE WARD

DIGITAL DIRECTOR, UX/UI DESIGNER, DEVELOPER

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EDUCATION

2007 – 2011

Bachelor of Science, Information Systems
HODGES UNIVERSITY

2007 – 2011

Bachelor of Science, Accounting
HODGES UNIVERSITY

SKILLS / EXPERIENCE

- Directing cross-functional, distributed teams
- Business analysis, interviewing, requirements gathering, and process improvement
- Agile/lean agile methods and scrum process
- Estimation and scope of work outline
- UX design and research producing user flows, sitemaps, wireframes, and prototypes
- User testing, code reviews, and quality assurance
- UI design using Adobe XD and Photoshop to create visual designs, graphics and branding
- Development using HTML, CSS, SCSS, Javascript, jQuery, PHP, Git, Grunt/Gulp
- Content management systems (WordPress, Adobe Experience Manager, and Squarespace)
- Salesforce, Monday, and Hubspot CRMs
- MailChimp and Pardot
- Google Analytics review and reporting
- Web accessibility/ADA compliance
- Javascript frameworks like Angular.js, React.js, and Vue.js
- Responsive web design
- Adobe Creative Suite
- Database management and reporting with MySQL, MS SQL, Oracle
- Setup and management of Jira, Asana, Trello, Basecamp, and other project tools
- Microsoft Office: Teams, Outlook, Word, Excel, PowerPoint, Access, Visio, and Project

HOBBIES

- DJ + Music
- Photography + Filming
- Gardening + Herbalism
- Traveling

WORK EXPERIENCE

• July 2011 – Present

Digital Director, UX/UI Designer, Web Developer
ON THE MAP MEDIA

Interviewing clients to determine requirements and goals. Project management, timelines and estimates, customer road maps, documentation and training. UX design to create personas, user flows, sitemaps, wireframes and prototypes in XD. Image retouching and optimization using Adobe Photoshop and Lightroom. UI design using Photoshop and XD. Web development using HTML, CSS, JavaScript, jQuery, PHP, WordPress or Squarespace.

• October 2020 – May 2022

Director of Digital Strategy
HADDAD & PARTNERS

Leading conversations with clients/stakeholders to gather requirements, conduct business analysis, set expectations, scope work, estimate efforts/costs, create customer road maps and timelines. Supporting account/project managers with client communication and overseeing UX/UI design, development and quality assurance teams; providing hands-on support as needed. UX design and research for complex projects (discovery, personas, journey mapping, sitemaps, wireframes, and prototypes). UI design for websites and email templates using Adobe XD and Photoshop. Email template and web development with HTML, CSS, JS, WordPress. Configuring and training clients on email service providers (MailChimp, Pardot) and content management systems (WordPress, AEM). Configuring and reporting Google Analytics metrics to clients. Vetting and onboarding new employees/contractors. Thought leadership, mentorship and process improvement by providing staff training and standardizing/documenting processes and best practices.

• January 2017 – January 2018

Senior UI Designer & Developer
ARKE SYSTEMS

Creating websites and applications using HTML, CSS, React, Angular, Bootstrap, GIT, SCSS, APIs, and other web technologies. UX/UI design support creating user flows, wireframes, graphics, icons/vectors/GIFs, visual designs using Sketch, Adobe Photoshop or XD. Image retouching and optimization using Adobe Photoshop and Lightroom.

• June 2015 – September 2016

Senior Front End Web Developer
PERFICIENT

Creating websites and applications using HTML, CSS, Javascript, jQuery, React, Angular, Vue, Bootstrap, Git, Grunt, Gulp, and other web technologies. Integrating front end code with CMS platforms like AEM and Sitecore. Image retouching and optimization using Adobe Photoshop and Lightroom. Creating wireframes to show interactions using Sketch, Webflow, or Adobe XD. Design annotations and technical documentation.

• July 2009 – February 2015

Webmaster / Project Manager
FLORIDA SOUTHWESTERN STATE COLLEGE

Interviewing stakeholders to gather requirements for new projects. Outlining scope of work and estimation. Coordinating tasks to ensure successful project completion. Creating and improving documentation of web practices and procedures. UX/UI design of prototypes for new projects using Adobe Fireworks. Developing/maintaining website and mobile app with HTML, CSS, jQuery and PHP. Integrating third party applications with data derived from Banner ERP system. Building web forms and automated workflows. Data reporting with Crystal, Argos, and SQL queries (created ad-hoc or preconfigured and automated).