

# COURTNEY CROSS

## USER EXPERIENCE DESIGNER

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### EXPERIENCE

#### ● UC Berkeley Extension

UX Design Student | 2017-2018

- Utilized the essential user-centered design principles to complete six UX design projects, focusing on user research, diagramming/prototyping, information architecture, content strategy & UI design
- Developed high-level conceptual thinking and turned it into real-world practical designs
- Studied the principles of information, interaction & navigation design in order to organize and present information for optimal user experience
- Collaborated with team members to create product prototypes and conduct usability testing to get feedback and translate designs from low to high fidelity

#### ● R2C Group

Senior Account Executive | 2015-2017

- Managed the production of digital creative, media & brand strategy projects for 8-10 clients, including Microsoft, Edgewell Personal Care, Vonage & Total Gym
- Worked with cross-functional teams to execute new product launches, website updates/maintenance, e-mail marketing & display and search media campaigns
- Provided strategic insight and proactively anticipated client concerns/feedback to ensure all projects aligned with client direction and objectives
- Developed creative briefs, budget estimates & project scopes and timelines

#### ● Jocoto Advertising

Account Manager | 2014-2015

- Managed and served as primary contact for 8-10 accounts, including Lombard Medical, Stryker Neurovascular & Myriad Genetics
- Facilitated workflow with clients from concept to production to create print, direct mail, web, e-mail & mobile campaigns
- Established direction, set objectives & distributed workload appropriately for cross-functional team members to ensure organization and exceed client expectations
- Produced campaign-management tools (e.g. project-tracking spreadsheets, estimate forms and requests for proposals) that enhanced communication and client satisfaction

#### ● The Leukemia & Lymphoma Society

Campaign Specialist | 2013-2014

- Engaged, trained & cultivated long-term relationships with volunteers and participants to ensure successful fundraising efforts
- Identified and implemented best practices for leadership development, increased participation & event revenue growth
- Managed teams of 50-200 participants, providing them with proactive support, goal setting initiatives, and personalized customer service

### EDUCATION

#### UC Berkeley Extension

UX Design Professional Program  
2017-2018

#### Virginia Tech

B.S. Merchandising Management  
2010

### SKILLS

#### Design

Persona  
Storyboarding  
Sketching  
Wireframing  
Prototyping

#### Research

Contextual inquiry  
Usability testing  
Survey  
Mental model  
Task analysis  
Comparative analysis

#### Tools

Sketch  
InVision  
Adobe Creative Suite