Molly A. Gregg

USER EXPERIENCE ⟳ WEB DESIGNER

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PORTFOLIO
mollyagregg.com

UX Visual Designer with Wireframe Skills

With many years in the web industry, I bring passion to the world of visual design, UX and wire-framing. I have the ability to design pixel perfect layouts, as well as hand-code in HTML and CSS. I also enjoy collaborating with colleagues and am known for my clear communication, ability to thrive in a fast-paced environment while creating workflows, wireframes, design concepts and layouts. I bring with me a solid understanding of user experience and research, as well as the ability to give clear direction and manage multiple projects at any given time.

WORK EXPERIENCE

Bio-Rad Life Science
July 2010 - Present

USER EXPERIENCE DESIGNER
Researched and presented a redesign of the quote cart experience and search conversion rate; with projections on implementation and revenue increases for 2016*. Mocked up workflows, wire-frames and design layouts for homepage, product pages and the support area. Supervised designed and managed jobs with outside contractors. *Presentation with numbers and examples available.

Kendall Jackson Wines
Aug 2008 - June 2009

WEB DESIGNER & FRONT-END DEVELOPER
Collaborated with Brand and Project Managers on website and email designs. Developed and launched product sites and email campaigns, which increased the overall revenue for the company. Maintained upwards of 40 websites which included ecommerce and database driven sites, along with Q&A, cross browser-cross platform testing.

American Symphony
Feb 2004 - July 2006

WEB DESIGNER & FRONT-END DEVELOPER
Worked remotely with the New York City office to design and develop a website for one of their satellite programs: Artist From Abroad. Created and published the monthly online version of the SYMPHONY Magazine, while also keeping all digital content and assets current for 5 plus satellite programs that had accompanying websites and print collateral.

Independent Contractor
Sept 2000 - July 2010

WEB DESIGNER, FRONT-END DEVELOPER & PROJECT MANAGER
Designed and developed pixel-perfect mockups and websites, which increased conversion rate for clients from a variety of industries from 10 to 20%. Managed multiple projects and hired contractors as needed to develop back-end databases and content management systems, while supervising proposal development, multiple project budgets, timelines and client requests.
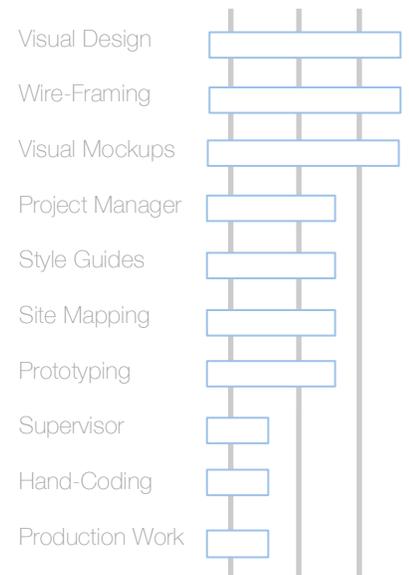
EDUCATION

Master of Arts
1994 - 1997

INSTRUCTIONAL TECHNOLOGIES, USER INTERFACE DESIGN
San Francisco State University

Bachelor of Arts
1992 - 1994

BROADCAST COMMUNICATION ARTS
San Francisco State University

PROFESSIONAL SKILLS

Average | Good | Excellent

- Visual Design
- Wire-Framing
- Visual Mockups
- Project Manager
- Style Guides
- Site Mapping
- Prototyping
- Supervisor
- Hand-Coding
- Production Work

PROFESSIONAL TOOLS

Average | Good | Excellent

- Photoshop
- Dreamweaver
- Microsoft Suite
- Pen & Paper
- Axure Prototyping
- Illustrator
- HTML/CSS
- InDesign