

Monica Villamarin

CONTACT

Me@monicaUX.com
(323) 360-3256

SKILLS

Design

Persona

Storyboarding

Wireframing

Prototyping

Brand Identity

Research

A/B Testing

One-on-One Interview

Usability Testing

Comparative Analysis

Statistical Analysis

Survey

Tools

InVision

MyBalsamiq

Loop11

Illustrator

Adobe UXD

Google Analytics

Optimizely

VWO

Development

HTML / CSS

Less / Sass

JavaScript

JQuery

PHP

WORK EXPERIENCE

j2Global Inc, Sr. Web Marketing Manager, UX

Jun 2019 - Present • Hollywood, CA

In charge of planning, leading, and coordinating the team's activities while streamlining projects with quality focus, strategy definition, and roadmaps. Oversee close coordination with product and engineer teams to develop a shared vision of overall design and experience based on research and analytics.

j2Global Inc, Web Marketing Manager, UX

Jun 2017 - Jun 2019 • Hollywood, CA

Responsible for conversion rate optimization for 15+ domestic and international brands across three SaaS business units. Monitor and analyze data to find opportunities and prioritize projects based on ROI. Apply new strategies driven by qualitative and quantitative data to conduct A/B tests and measure results.

j2Global Inc, Web Marketing Specialist, UX

Jan 2016 - Jun 2017 • Hollywood, CA

Researched and identified problems through stakeholder discussions and user research in the complex industry of unified communications. Designed and validated workflows and web designs through iterations. Collaborated with multiple teams to drive alignments.

Freelance, UX + Web Developer

Dec 2012 - Dec 2015 • Los Angeles, CA

Redesigned multiple websites for clients who needed a brand presence or eCommerce site. Designed and developed websites from wire framing to development in order to fit their business needs. Worked on installing WordPress CMS, plugins, and osCommerce in PHP.

The Sheppard LLC, Graphic + Web Developer, Project Manager

May 2013 - Jan 2015 • Los Angeles, CA

Participated in internal branding for presentations, brand guide and website development. Designed the architectural database for LA Auto Show and project manage the account to develop a custom API and CRM. Participated in creative development process to improve user experience for multiple fashion shows and expositions.

EDUCATION

Masters of Science, Information Architecture + Knowledge Management, Concentrating in User Experience Design

Kent State University (GPA 3.87) • Jun 2016

Bachelor of Science, Web Design + Interactive Media

Art Institute of California — Hollywood (GPA 3.78) • Mar 2013

- President's List, Dean's List, Honor Roll (10 consecutive quarters)
- Vice President of Web Club
 - Collaborated in interactive projects involving development of a student oriented website