

LINDSAY DERBY

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EDUCATION

Master of Arts, University of Florida

2017 – 2019

Mass Communications in Digital Strategy

Bachelor of Fine Arts, Longwood University

2011 – 2015

Graphic and Animation Design

Concentration: Brand Identity & Mass Media

Minor: Rhetoric & Professional Writing

UX PROFICIENCIES

UX/UI Design

IA Strategy

User Research

Brand Management

WordPress CMS

Drupal CMS

Adobe CC

Figma

Sketch

Invision

PROFESSIONAL SKILLS

Team Leadership

Project Management

Marketing Strategy

Oral & Written Communication

Workshop Facilitation

AWARDS AND CERTIFICATIONS

Nielsen Norman Group UX Certified, 2021

Google Analytics Certified

HubSpot Email Marketing Certified

1st Place in Online Advertising, VPA 2017

References available upon request.

PROFESSIONAL EXPERIENCE

Elevated Third // July 2021 – Present

User Experience Strategist

- Lead UX discovery for B2B clients
- Create user flows, information architecture, and wireframes
- Develop and implement user research plans as needed
- Direct UI designers as projects move through implementation
- Provide strategic direction for new client initiatives

InnovaSystems International // Oct 2018 – July 2021

Lead User Experience Design Architect

- Oversee user research for all Navy Readiness applications
- Implement and maintain high visual design system standards
- Lead design thinking sessions with stakeholders and other team members
- Mentor team members on UX/UI best practices

User Experience Design Architect

- Develop low and high-fidelity prototypes for software applications
- Conduct user research sessions
- Provide visual design direction and creative assets

Virginia Media of Tribune Publishing // Nov 2016 – Oct 2018

Digital Creative Manager

- Managed team responsible for design, web development, video, motion animation, and photography
- Directed projects for multi-faceted marketing campaigns
- Provided UX strategy and creative direction
- Facilitated collaboration across digital marketing and sales staff
- Acted as point of contact for clients, vendors, and freelancers

Web & Digital Designer

- Created prototypes for client websites
- Built internal and client-based websites in WordPress
- Created display advertisements and email campaigns
- Lead trainings on digital best practices and current trends

Atlantic Bay Mortgage Group // April 2016 – Nov 2016

Graphic Designer

- Created email drip campaigns and advertisements
- Designed graphics for company blog and social media pages
- Developed branded recruiting and marketing print collateral

River City Graphics // May 2015 – March 2016

Graphic Designer and Production Assistant

- Conceptualized and executed print and digital media for clients
- Updated and maintained social media and web presence
- Managed print production and file compositions