

# caitlin cook

UI/UX Designer

919-604-8582

caitlinmcook@gmail.com

caitlinmcook.com

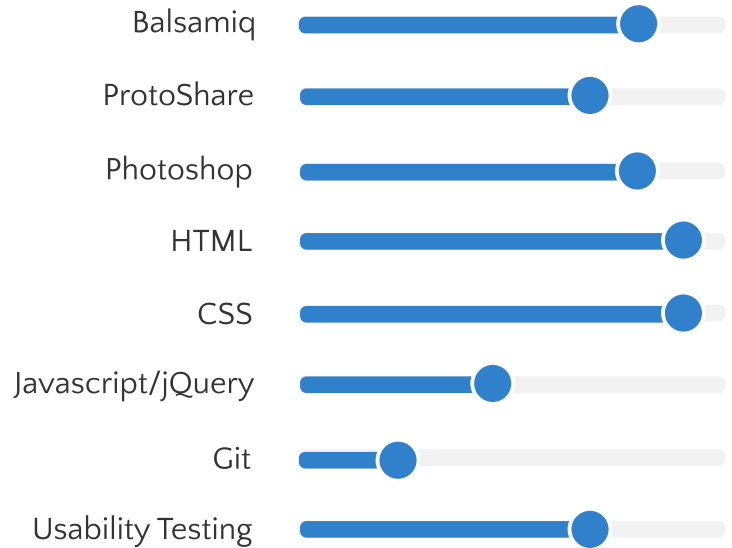
“ I am passionate about the way people use technology. I enjoy getting in the mindset of users and perfecting workflows to enable the best possible user experience. ”

## Education

Radford University '04 - '07  
BS Information Technology

Major: Web Development  
Minors: Web Design, Marketing

## Professional Skills



## Work Experience

April 2014 - current

### UX Designer - SharedVue/Zift Solutions

Worked as the sole platform designer to create wireframes, clickable prototypes, high quality mockups, and front end code for web based software.

Met with end users to discuss product usability and collect feedback.

April 2011 - April 2014

### Web Producer/Web Production Manager - SharedVue

Developed enterprise level microsites using HTML and CSS.

Created professional mockups and other design materials using client branding guidelines and industry best practices.

Frequently met with clients as a design expert and UX advocate.

Managed a small team of producers and trained new employees.

Dec 2007 - April 2011

### Analytics and Web Optimization Specialist - ROI Revolution

Designed, built, and tested landing pages and performed analyses on results.

Created print ads and online banner ads for clients and company marketing initiatives.

Certified by Marketing Experiments as a Landing Page Specialist.