

CONNOR BURKE —

UX / UI DESIGNER

helloconnor.com
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EDUCATION

LOUISIANA STATE UNIVERSITY
Bachelor's Degree in Creative Writing
TOPS Scholarship Recipient

SKILLS

UX / UI / IX Design
Sketching + Wireframing
Rapid Prototyping
Information Architecture
CRO
User Testing
A/B Testing
Funnel Analysis
Personas
SEO
Copywriting
Google Analytics
HTML + CSS + JavaScript
Sound / Music Production

SOFTWARE

Sketch
Figma
Axure
Adobe XD
Adobe Photoshop
Adobe Illustrator
Principle
Zeplin
InVision
Wordpress
Shopify
Magento
Hotjar
Convert
Optimizely
Ableton Live + FL Studio

CERTIFICATIONS

OPTIMIZATION AND TESTING MASTERY
Digital Marketer

USER EXPERIENCE DESIGN IMMERSIVE
General Assembly

EXPERIENCE

LEAD UX DESIGNER

Conversion Fanatics | Jul 2018 - Present

- Directly work with 30+ clients while managing a team of designers to create goals and meet KPI through strategized CRO campaigns.
- Utilize CRO toolset to perform split tests based on funnel analysis, web analytics, user research, and advanced data segmentation to improve raw conversion rates.
- Coordinate primarily with E-commerce, SAAS, and lead generation clients.

GRAPHIC / UX DESIGN AND CRO CONSULTANT

Freelance | Jul 2014 - Present

- Provide websites, logos, and CRO strategy.
- Experience with B2B and B2C projects.
- Work with Lean and Agile methodologies.

CSR (UX RESEARCH)

Opcity Realty | Feb 2018 - Jul 2018

- Determined the needs of each client through effective listening and questioning skills.
- Provided UX research and high fidelity mockups to improve the internal CRM software.

MARKETING DIRECTOR / WEB MASTER

New Standard MFG | Oct 2017 - Feb 2018

- Increased inbound screen printing leads by 25% and provided consistent online business information to improve SEO.

MARKETING DIRECTOR / BANQUET LEAD

Moonshine Patio Bar & Grill |

May 2014 - Oct 2017

- Used Google Analytics to generate effective daily content for all digital platforms, while increasing daily sales and guest count through social media.
- Resolved poor customer experiences with excellent digital communication skills.
- Performed as Team Lead for business events, non-profit fund raisers, wedding receptions, and VIP parties involving high-profile clients.