

# CONNOR BURKE —

UX DESIGNER / CRO SPECIALIST

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

### ECOMMERCE MARKETING SPECIALIST

Digital Marketer

### 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.