MEGAN I. DUCKWALL

945 Rocky Ridge Circle | Erie, CO 80516 | 720.771.7901

meg@mimiwebdesigns.com

As a seasoned web professional with 20+ years of web design and digital marketing experience, I specialize in creating visually compelling, user-friendly websites which are both functional, valuable and aesthetically pleasing. My expertise spans across UI/UX design, content architecture, responsive web development, SEO, graphic design and front-end technologies, ensuring seamless digital experiences across all devices. I have a proven track record of collaboration with stakeholders to ensure brand vision transforms into dynamic web presences that drive engagement and conversions. Whether working independently or as part of a team, I thrive on delivering innovative, cutting-edge web solutions that elevate user experience and meet the latest industry standards for global web sites. I look forward to talking with you further about this opportunity!

WORK EXPERIENCE

Senior Web Designer, Global Center of Digital Excellence | Vaisala, Inc. (3/20-present)
Summary: Chief web designer for the Weather and Environment division of Vaisala, a Finnish environmental company. Responsible for global site management and governance for Weather including site architecture, corporate brand compliance, UX/CX standards, SEO optimization, web content creation, digital campaign support, campaign landing page creation, form creation for leads management, page layout and design and content localization for country sites.
Tools:
- Drupal platform, Site Studio CMS, JIRA project management and collaboration
- SEMRush SEO, Brightedge SEO, Google Analytics, Google Optimize to optimize customer journey and usability
- A/B testing with internal and external audiences and campaigns
- Eloqua - Digital marketing support with custom landing page creation
- JIRA and Asana - Manage workflow/projects, project management between IT department/global marketing stakeholders
- Ceros and Unbounce - Dynamic content initiative

Owner, Chief Web Designer | Mimi Web Designs, Inc. (1/09 - present)
Summary: Design and develop custom WordPress, e-commerce, HTML web sites for clients incorporating intelligent site architecture, SEO optimization, social media presence, ongoing site maintenance, backups and support. Provide comprehensive graphic design solutions including logo design and other branding elements, and responsible for all aspects of owning, managing, promoting and running a small business.

Franchise Owner | Supper Solutions Thornton, Supper Solutions, Inc. (1/05-1/09)
Summary: Owned and operated the top-performing Supper Solutions kitchen in the Denver Metro Area for 4 consecutive years. Responsible for the overall management and daily operations of the kitchen, including all marketing, day-to-day management, purchasing, ordering, human resources, payroll, employee hiring, training, scheduling, staff, customer service, health department inspections, food quality control.
- Built recurring customer database to over 4,200 customers in three years
- Selected out of 25 franchise owners to share best practices for marketing, employee training and retention, and kitchen operations with entire Supper Solutions franchise system (25 owners, in five states)

Chief UX Web Designer | Sun Services Marketing Team, Sun Microsystems (11/00 – 1/05)
Summary: Responsible for the Sun Microsystems Services' internal portal and external corporate web sites, including online promotions and programs, web content development and site strategy, site architecture, UX/CX testing and implementation, metrics, customer journey and maintaining corporate brand standards for all online properties. Responsible for Sun services marketing intern team members.

Senior Web Designer, Content Architect | Corporate Marketing, Exabyte Corporation (2/99 – 11/00)
Summary: Responsible for design, production and management of Exabyte's web presence across four separate online properties (external corporate, technology and investor-focused web sites and channel-focused partner portal). Responsible for SEO optimized web content, graphic design, usability, site architecture.

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CORE COMPETENCIES

Demonstrated proficiency:
Creativity, collaboration, attention to detail, problem-solving, time management, communication skills, teamwork, project management, cross-functional

Technical skills:
Two decades of digital marketing and web design experience have given me the following technical skills:

- Custom WordPress Development
- WordPress Themes - Theme Blvd, Divi, Elementor
- Extensive experience with HTML, CSS
- eCommerce development and solutions - WooCommerce, Shopify
- Content Management Systems (CMS) - WordPress, Joomla, Drupal, Site Studio, Adobe
- Search Engine Optimization (SEO) - SEMRush, Brightedge, Google Optimize
- SEO optimized web writing and content development
- JIRA and Asana - Project management/ticketing
- Digital marketing - Campaigns, Eloqua, Marketo
- Dynamic landing page creation - Unbounce, Ceros
- UI/UX Design
- Cross-browser compatibility
- Mobile-first design - responsive mobile design
- Front-end development
- Adobe Creative Suite - Proficiency with entire suite of Adobe products
- Content architecture - wire framing, customer journey, usability testing
- Graphic design - corporate branding, color palate, logo design
- Web usability/metrics - Google Analytics, Adobe

EDUCATION

Custom WordPress Development Certification
Boulder Digital Arts Studio, Boulder, CO

Information Architecture and Content Design Certification, Edward Tufte Institute
Denver Tech Center, Littleton, CO

National Association of Communications Systems Engineers (NACSE) Webmaster Certification,
Colorado Computer Center, Littleton, CO

Web Design & Development Certification,
University of Colorado, Continuing Education, Boulder, CO

Bachelor of Arts, Journalism/Mass Communications
University of Northern Colorado, Greeley, CO
Concentration: News Editorial/ World Wide Communications
Double Minor - Electronic Communications & Cultural Anthropology
Graduated with Distinction

REFERENCES & PORTFOLIO

Portfolio samples available online: mimiwebdesigns.com, vaisala.com
Additional references: Available upon request