

MEGAN I. DUCKWALL

945 Rocky Ridge Circle | Erie, CO 80516 | 720.771.7901

meg@mimiwebdesigns.com

INTRODUCTION

Collaborative, creative web professional specializing in creating visually stunning, user-centric digital experiences that drive engagement and conversions. Skilled in UI/UX design, content architecture, custom WordPress development, responsive design, SEO strategies and analytics, graphic design, and front-end technologies. Exceptional history of building relationships and collaborating with internal and external stakeholders to transform brand vision and global best practices into innovative web solutions.

CORE COMPETENCIES

Creativity | Collaboration | Attention to detail | Problem-solving | Time management | Exceptional communication | Project management | Cross-functional team leadership | Building relationships | Team player | Self-directed | Customer-focused

TECHNICAL SKILLS

Web Design: Custom WordPress development, Theme Blvd, Divi, Elementor, extensive experience with HTML, CSS, Cross-browser compatibility, responsive design, web usability/analytics (Google Analytics, Adobe)

Search Engine Optimization (SEO): SEMRush, Brightedge, Google Optimize - Optimize website content and metadata, conduct comprehensive keyword research, implement on-page SEO best practices/strategies, monitor/analyze site performance, evaluate page load times/mobile responsiveness, keep pace with evolving SEO trends

Digital marketing: Eloqua, Marketo. Dynamic landing page creation - Unbounce, Ceros

Content Management Systems (CMS): WordPress, Drupal, Joomla, Site Studio, Adobe

UI/UX Design: Wire-framing, prototyping, user testing and usability testing, mobile-first design, responsive mobile design, customer journey, content architecture

Graphic Design: Mastery of Adobe Creative Suite. Corporate branding, color palette development, logo design

eCommerce: WooCommerce, Shopify, Square, BigCommerce. Extensive experience building e-commerce solutions

Project management/ticketing/collaboration: JIRA, Asana, MIRO. Project management/ticketing/collaboration

PROFESSIONAL EXPERIENCE

Senior Web Designer, Global Center of Digital Excellence | Vaisala, Inc. 3/20-present

Chief Web Designer for the Weather and Environment division of Vaisala, a leading Finnish environmental technology company, spearheading global website management and governance for the Weather division, ensuring seamless site architecture, SEO strategy, adherence to corporate brand guidelines, and the highest standards of UX/CX design.

- Implement targeted SEO strategies to enhance visibility, engagement and conversions while overseeing web content creation, digital campaign execution, and lead generation through dynamic landing pages and custom forms.
- Develop targeted landing pages to support digital marketing campaigns, enhancing user engagement, driving conversions, and aligning with overall campaign objectives.
- Design and implement intuitive page layouts and manage localized content across country-specific sites, driving a cohesive and user-focused global digital presence.

Tools:

- Drupal platform, Site Studio CMS
- SEO - SEMRush, Brightedge, Google Analytics, Adobe Analytics, Google Optimize, customer journey and usability
- A/B testing - Internal and external audiences and campaigns
- Eloqua - Digital marketing support with custom landing page creation
- JIRA/Asana/MIRO - Project management and collaboration between IT, digital marketing and global stakeholders
- Ceros and Unbounce - Dynamic content initiative for campaign landing pages

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Owner, Chief Web Designer | Mimi Web Designs, Inc. (1/09 - 3/2020)

Design and develop dynamic, custom WordPress websites, e-commerce platforms, and HTML sites tailored to client needs, incorporating intelligent site architecture, SEO strategy and best practices, and seamless user experience.

- Strategically enhance online visibility through social media integration and optimization
- Deliver end-to-end website management, including ongoing maintenance, secure backups, and technical support
- Provide comprehensive graphic design services, crafting impactful logos and cohesive branding elements that resonate with target audiences
- Oversee all aspects of running a successful small business, including client relationship management, project promotion, and operational leadership

Franchise Owner | Supper Solutions Thornton, Supper Solutions, Inc.

Owned and operated the top-performing Supper Solutions kitchen in the Denver Metro Area for four consecutive years, managing daily operations, marketing strategies, purchasing, HR, payroll, and staff recruitment/training.

- Delivered exceptional customer service, ensured food quality standards, and facilitated health department inspections.
- Built a loyal customer base of over 4,200 clients within three years, driving business growth
- Selected from 25 franchise owners to share best practices in marketing, employee training, and kitchen operations, supporting the success of the franchise system across five states

Chief UX Web Designer | Sun Services Marketing Team, Sun Microsystems

Led the development and management of Sun Microsystems Services' internal portal and external corporate websites, overseeing online promotions, content creation, and site strategy.

- Directed site architecture, UX/CX testing, and implementation to optimize user experiences
- Utilized metrics and customer journey analysis to drive continuous improvements and maintain alignment with corporate brand standards across all online platforms
- Managed/mentored a team of marketing interns, fostering growth and ensuring the successful execution of projects

Senior Web Designer, Content Architect | Corporate Marketing, Exabyte Corporation

Led the design, production, and management of Exabyte's web presence across four distinct online properties, including corporate, technology, investor, and partner portal sites.

- Developed SEO-optimized web content, ensuring alignment with brand and user needs
- Oversaw graphic design, usability enhancements, and site architecture to deliver intuitive, engaging digital experiences

EDUCATION

Custom WordPress Development Certification

Boulder Digital Arts Studio, Boulder, CO

Information Architecture and Content Design Certification, Edward Tufte

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

Graduated with Distinction (4.0)

REFERENCES & PORTFOLIO

Portfolio samples: <https://www.mimiwebdesigns.com>, <https://www.vaisala.com>, <https://www.denverboatshow.com>, <https://www.titannewyork.com>. Additional references available upon request.