MEGAN I. DUCKWALL

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Creative and collaborative UI-focused web professional specializing in designing intuitive, user-centric digital experiences that enhance engagement and conversions. Expertise in UI/UX design, interaction design, content architecture, custom WordPress development, responsive design, and front-end technologies. Proven ability to translate brand vision, KPIs, and global best practices into innovative, high-performing 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 & Development: Comprehensive expertise in custom WordPress development (Theme Blvd, Divi, Elementor, Square Space, Webflow), PHP, HTML, CSS, and responsive, cross-browser design. Skilled in web usability, performance optimization, and analytics with Google Analytics & Adobe Analytics to make data-driven improvements.

SEO & Digital Marketing: Expert in SEO strategy using SEMRush, Brightedge, Google Optimize for on-page SEO, keyword research, and performance analysis. Seasoned in Eloqua, Marketo, dynamic landing pages (Unbounce, Ceros)

CMS & eCommerce: Extensive experience with custom WordPress, Drupal, Joomla, Site Studio, Adobe sites. Strong experience with eCommerce sites built with WooCommerce, Shopify, Square, BigCommerce

UI/UX & Graphic Design: Wire-framing, prototyping (Figma), A/B user testing, mobile-first design, content architecture. Mastery of Adobe Creative Suite (branding, logo design, color palettes)

Project Management & Collaboration: Proficient in JIRA, Asana, MIRO for project management & team 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, comprehensive SEO strategy, adherence to corporate brand guidelines, and the highest standards of UX/CX design.

• Execute targeted SEO strategies to boost site visibility, drive engagement, and maximize conversions, aligning with key performance indicators (KPIs).
• Lead web content creation and digital campaign execution, optimizing lead generation through high-converting landing pages and custom forms.
• Develop high-impact landing pages to support digital marketing initiatives, improving user engagement, conversion rates, and campaign performance.
• Design and implement intuitive, user-centric page layouts, managing localized content across global sites to ensure a cohesive, high-performing 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

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

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