Natalia Parra-Khachper

WEB & GRAPHIC DESIGNER / DIGITAL MARKETING CONSULTANT

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KEY SKILLS

Adobe Creative Suite

Microsoft Office Suite

Google Analytics

SEO / SEM

HTML / CSS

Dreamweaver

Figma

Sketch

WordPress

Elementor

WooCommerce

Shopify

Lightspeed

Mailchimp

ChatGPT

Midjourney

PROFESSIONAL PROFILE

- Web & Graphic Designer with 8+ years of experience and creative ability to conceptualize, implement and complete.
- Expert at interdepartmental coordination and communication. Eager to work with industry leaders and ready for new challenges.
- Prioritization to deadlines, think-outside-the-box designs, clear sketching, wireframes, visual design, and prototyping for product and web design & storyboarding needed to meet client's brand objectives.
- Product management experience in developing responsive visual and functional UI/UX design, infrastructure to sustain a cohesive website (hierarchy, layout, color scheme, typography), a consistency with clients' specific requirements.

PROFESSIONAL EXPERIENCE

Brand Strategist / Web Designer / Digital Coordinator

Kartra - All in One Business New York, NY / 12/ 2018 - Present

- Design an intuitive and elegant experience that empowers clients; create and present a variety of deliverables (sketches, wireframes, user flows, prototypes). Increase in website traffic, cut clients costs by an average of 12%.
- Deliver responsive/adaptive solutions that are optimized for web and mobile interfaces, partner with engineers to translate designs into successful products.
- Create and publish website content using various Content Management Systems (CMS): Drupal, WordPress, Shopify to ensure the best user experiences.
- Innovate a design process by collaborating with research team to synthesize qualitative and quantitative data and make value-driven design decisions which then translate into clear, simple UIs; increased marketplace relevance and customer acquisition by 15%.
- Align website design with organizational needs and goals; Achieve 15% increase in brand recognition and 20% increase in user engagement through the delivery of best digital experiences.
- Identify keywords and implement SEO best practices, enhancing content visibility and search rankings.
- Generate actionable insights for website improvement through in-depth analysis of Google and Adobe Analytics data, leveraging Adobe Experience Manager (AEM).
- Set up Google Tag Manager to streamline website tracking and enhance data management.

Project Coordinator / Consultant

Mizuho Americas Brunch New York, NY / 8/ 2022 - 4/2023

- Assign requests-for-change to the proper IT Teams.
- Handle governance and project related reports.
- Document and control the change request process.
- Work with a governance team to coordinate and provide oversight for processes.
- Deliver a wide range of web services such as web editing, multimedia animation, interface design, and on-line advertising.
- Maintain and Monitoring CPMO Policy and Procedures ensuring. appropriate project management governance are in place across major AITD initiatives as part of the budgeting process.
- On a daily basis, complete processes on Demand Management in platforms.

EDUCATION

CIVIL LAW MASTER'S DEGREE:
Volgograd MIA Academy,
2006-2011

DIGITAL MARKETING ANALYST:
LaGuardia CC / CUNY 2022

WEB DEVELOPMENT CERTIFICATE: SheCodes
2021-2022

GOOGLE UX DESIGN CERTIFICATE: Google
2021-2022

Seasonal Digital Marketing Coordinator
Columbia University in the City of New York New York, NY / 3/2022 - 8/2022

- Analyze and improve content performance, including engagement with 20% increase in conversion rates
- Demonstrate efficient work under broad direction and general supervision, achieving objectives effectively.
- Assist cross-functional teams with optimizing tactics/programs as planned by marketing department, and provide significant assistance with coordinating executional details with a 20% increase in conversion rate.
- Create, curate, and manage social media posts, blogs, and other digital media sources to reach targeted audiences
- Maintain and post updates on the company's social media profiles and website as well as assist with writing, editing, and updating the website.
- Conduct SEO research and optimize existing web content in accordance with research, On-Page, Off-Page SEO Website Audit, Guest Blogging

Web & Graphic, UX Designer/Marketing Manager
Oasis Of Nobles, New York, NY //1/ 2018- 3/ 2021

- Produce interactive flyers, ads, and banners on the site for upcoming promotions and events, increasing site visits by 30%.
- Utilize Google Search Console to submit sitemaps and resolve 404 errors, improving indexing efficiency.
- Remediate web content for inclusivity, adhering to accessibility best practices, driving UX results by 30% and customer retention rate by 15%
- Design 120+ mobile-friendly customized templates for WordPress, Shopify.
- Leverage marketing design expertise to create effective email campaigns that resonate with target audiences and achieve desired results.
- Manage all aspects of professional website design focusing on overall usability navigation and information architecture for 40+ commercial & personal websites.

Sales Manager
Reliable Business Partner, New York, NY / 1/2015- 1/2018

- Hire, train, and provide competitive professional development
- Set objectives and presenting weekly, monthly, quarterly sales goals
- Successfully execute client-driven design projects in accordance with specific direction, resulting in positive feedback and high levels of client satisfaction. Present and defend design decisions to stakeholders.
- Build relationships with clients and customers to provide high standards of customer experience.
- Demonstrate leadership, ability to work independently with minimal oversight, while collaborating effectively with cross-functional teams to deliver high-quality design solutions

UI/UX Designer, Branding and SEO
Responsive Domain Inc, New York, NY / 1/2012- 1/2015

- Design & deliver exceptional marketing materials, including logos, brochures, newsletters, infographics, presentations, and advertisements that consistently met or exceeded client expectations.
- Develop visually compelling email templates that are optimized for full-screen and mobile devices, resulting in the creation of a library of 100 templates at a given time.
- Recommend and consult with clients on the most appropriate design choices based on user needs, business goals, and technical constraints, overall marketing goals.
- Achieve 15% increase in user engagement through the delivery of engaging digital experiences.
- Create professional design presentations and proposals per month for clients and account managers
- Identify keywords and implement SEO best practices for WordPress, Elementor Pro, Shopify, and Dreamweaver websites, enhancing content visibility and search rankings.