

Aubrey Maloney

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WORK EXPERIENCE

UX Lead

NPD (Neil Patel Digital)

June 2023 – Present

Manage a small team of developers to implement page designs and test winners. Perform weekly team and client meetings, implement new workflows and SOPs, and provide support to CRO/UX analysts and their clients.

Associate UI Designer

NPD (Neil Patel Digital)

June 2022 – June 2023

Perform CRO/UX Audits for client websites spanning multiple industries. Perform AB Testing, User Interviews, and provide test designs and page templates incorporating UX/CRO findings and improvements. Regularly present and share data and insights with clients.

Junior Account Manager

Right Hook Digital

Nov 2019 - Feb 2020

Performed full-scale client brand and marketing audits and campaigns. Managed a small remote team of designers and copywriters to create and execute concepts and strategies for clients.

EDUCATIONAL BACKGROUND

Bachelor of Applied Science

St. Petersburg College

2021

Associate of Arts

St. Petersburg College

2011

CareerFoundry

UX Immersion Certification

2022

PROFESSIONAL SUMMARY

UX Designer with wide-ranging experience in client relations, product research and development, and agile project management. Detail-focused and talented at harmonizing client vision and user needs with team capabilities and resources to achieve desired outcomes and user-focused design solutions.

SKILLS AND PROFICIENCIES

- Wireframing & Prototyping
- Interaction Design
- Information Architecture
- AB, ABC, AA Testing
- User Persona & Journey Mapping
- Figma
- Salesforce
- Microsoft 365
- Google Workspace

AWARDS

Neil Patel Digital - 2023 Best Renewal Effort - Team Award

Neil Patel Digital - 2024 Best Upsell Effort - Team Award

Neil Patel Digital - 2024 Best Single-Channel Performance - Team Award