

OLIVIA MENSAH-DZRAKU

UX DESIGNER/PROJECT MANAGER

INFO

ADDRESS

Annandale, VA 22003

PHONE

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EMAIL

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SKILLS

Design UX Strategy
External & Internal Marketing
Wireframing
Marketing Strategy
Prototyping
Figma
Communication
Copywriting
User Testing
Adobe XD
Adobe Illustrator
Process Improvement
User Journey
Empathy
Visual Design
Data Analysis
Adobe Experience Manager
Survey
Interview
Journey Mapping
Usability Testing
Project Management

EDUCATION

The Ohio State University
Major: Communications
Minor: Psychology

Google UX Design Professional
Certification

DESIGN PORTFOLIO

<https://www.oliviadesignz.com/>

WORK

COMMUNICATIONS DESIGNER & PROJECT MANAGER, CISCO Jan 2021 - Present

- Strategize and upkeep design and content on Partner Experience Platform site.
- Write marketing collateral for partners, stakeholders, and channel teams to drive awareness, comfortability, and usage of platform.
- Connect with product owners and IT team to implement release information within 5-7 monthly published communication deliverables.
- Update the design and content of presentations, while ensuring contents align with product owner and business needs.
- Manage platform community space by organizing and recommending content that ensures consistency of Cisco brand.
- Maintain organization of core change management documents within SharePoint, DocCentral and SalesConnect.
- Track and share metrics of website and other communication channels to reinforce push of messaging and ensure client needs are met.

FREELANCE DESIGNER/WRITER

Feb 2018 - Present

- Create wireframes and prototypes on behalf of local businesses to drive results and increase in sales.
- Write and edit content that meshes with the goals and needs of client (catered to an audience of over 300,000).
- Conduct user research and usability studies to meet business goals.
- Increase engagement by creating copy to expand growth in following, interest and revenue.
- Provide brand strategy for significant impact against market competitors.
- Offer creative advice to enhance messaging and look on social platforms, website, and company.

NEW BUSINESS MARKETING, CDR GROUP

Sep 2018 – Feb 2020

- Led CDR marketing initiatives through design, content development and relationship building through CRM program.
- Enacted as voice of company on website and social media accounts.
- Increased creation of new business through industry research, and writing presentations, press releases and proposals.
- Developed and managed annual marketing calendar including social media, blog content development, conference collateral, industry awards and events.
- Managed content repository for proposals across case studies, team bios and service areas.

SALES OPS SUPPORT SPECIALIST, THE RESULTS COMPANIES

April 2016 – Oct 2017

- Built out cohesive web strategies and designs that included journey mapping, and ensuring marketing department were aware of current industry trends.
- Produced marketing strategies to attract new clients and market company.
- Wrote and edited marketing content ranging from cover letters, social media copy, blogs, newsletters, and official company communications.
- Edited prospect presentations for upper-level management.
- Administered projects through Salesforce and SharePoint to update company data and contacts.