
ERIC C. KINSEY

Creative Director, UI/UX Specialist, and Content Strategist

CAREER OBJECTIVE

I'm driven to help organizations achieve their goals through innovative marketing and design strategies. My passion lies in leveraging my expertise to address the unique challenges each client faces and use data analysis to seek continuous proven improvements.

WORK EXPERIENCE

Strategic Design Studio, LLC Yorkville IL *Chief Creative Officer (Founder)*

JUNE 2024 - PRESENT (0.5 YEARS)

- Developed a new company specialized in UX focused Website design, analytics research, market research, UI/UX design audits, content strategy analysis, and CRO testing.
- Consulted clients providing recommendations for their website conversion and advertising content strategies.
- Implemented many of these recommendations or managed multi-faceted teams to execute UI/UX recommendations.
- Collaborated with multiple ad and design agencies to consult and advise new prospective clients.

JumpFly.com, Hoffman Estates IL *Creative Director / CRO Consultant*

OCTOBER 2022 - MAY 2024 (1.5 YEARS)

- Developed standard process for a new department focused on Website design, Ad design, Video design, UI/UX audits, Content Strategy Analysis, and CRO Testing.
- Consulted with 10-15 clients per month providing recommendations for their website conversion and advertising content strategies.
- Collaborated with the executive team on day to day and YOY department goals for the Creative Department.
- Searched out and interviewed candidates to expand the department.
- Implemented an effective conversion rate optimization audit/upgrade process resulting in A/B tests with substantial impact to their CVR, ROAS and overall revenue for multiple clients.

VisionFriendly.com, Naperville IL *President & Director of Client Relations*

OCTOBER 2012 - OCTOBER 2022 (10 YEARS)

- Manage and drive collaboration across a multifunctional team that

CONTACT

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<https://erickinsey.com/>

CAPABILITIES

Executive Skills

- Team Leadership
- Business Planning
- Contract Negotiations
- Market Research & Planning
- Interviewing and Hiring
- Partnership Development

Production Skills

- Front End Development
- Agency Art Direction
- UI/UX CRO Testing
- Graphic Print Design
- Website Design

Marketing Skills

- Content Marketing Strategy
- Search Engine Optimization
- Paid Search Strategy
- Email Marketing
- Website Traffic Analysis
- Conversion Optimization

includes: Marketers (SEO, PPC, Social, Email), Account Management, Analytics, Project Managers, Web Designers, Programmers, Quality Control and IT Managers.

- Develop branded presentations and communication materials for internal and external use.
- Define pricing standards and manage ongoing marketing strategies to grow the company's revenue, which more than doubled over the 10 years of my tenure.
- Develop the company's proposal standards, contracts, pricing models and key productivity standards.
- Created staff policies and assisted in developing infrastructure to support for our growing team.
- Built all primary strategic partnerships and developed project plans with my clients to exceed sales targets and bring in over \$650,000 in direct sales or more every year for the last 6 years of my tenure.
- Day to day split between executive relations management and ongoing optimizing of business processes and strategies.

VisionFriendly.com, Yorkville IL Director of Design / Director of Digital Marketing

AUGUST 2007 - SEPTEMBER 2012 (5 YEARS)

- Created company branding, content strategy and website designs.
- Created extensive design manual documenting UI/UX, styles and code best practices for the agency.
- Developed Quality Control department and trained team members in testing needs for pre/post-launch quality standards, as well as ADA compliance standards.
- Managed a team of 7 designers in a collaborative waterfall style project management framework.
- Developed an expanding video production team to run live events, product shots and other event production.
- Interviewed business owners and developed strategies for marketing and branding their businesses.

VisionFriendly.com, Asheville NC Web Designer / Sales Representative / SEO Specialist

MARCH 2006 - SEPTEMBER 2007 (1.5 YEARS)

- Opened and managed a satellite office in Asheville NC and began developing business in this new market for the company.
- Researched and documented our SEO methodology and trained staff on implementation of these techniques.
- Incorporated new sales and development processes for moving clients from static HTML to custom WordPress themes.
- Attended networking events to gain local business.

VisionFriendly.com, Sugar Grove IL Web Designer

MARCH 2005 - MARCH 2006 (1 YEAR)

- Created custom websites for clients in a variety of different business verticals.
- Crafted marketing message recommendations based on client interviews and competitive analysis.
- Developed custom photoshop graphic prototypes for clients.

LANGUAGES

Highly Competent in:

- HTML 5.0
- CSS 3.0

SOFTWARE

Advanced knowledge in:

- Adobe Creative Suite
- Crazy Egg A/B Testing
- Unbounce A/B Testing
- Optimizely A/B Testing
- Canva Design Tool
- Google Analytics
- Google Search Console
- WordPress
- Shopify
- Bootcamp
- Chat GPT
- Screaming Frog
- SEM Rush
- Hub Spot
- Rank Math
- Google Suite
- Microsoft Suite
- Many, many more...

- Converted graphics into adaptive HTML and then collaborated with our programming team to implement advanced features, custom CMS interfaces and a fully custom in house ecommerce system.

Freelance Web Designer (Self-Employed), DeKalb IL Website Contractor for multiple small businesses

1999 - 2005 (5 YEARS)

- Developed custom coded website designs for small businesses.

EDUCATION

Northern Illinois University, Bachelor's of Fine Art (Time Arts) - 06/2003

The Time Arts program was a multimedia commercial art degree. Including 3D modeling, animation, video/audio editing, website design, logo branding, HTML/CSS, Flash/Shockwave programming and more.

INDUSTRY & CHARITABLE LEADERSHIP

Great Lakes Research Group (501 C3)

Marketing and Advisory Board Member, 2017 - 2020

Fox Valley Habitat for Humanity (501 C3)

Marketing and Advisory Board Member, 2014-2017

SPECIAL INTERESTS & CAPABILITIES

Content Marketing Specialist —

My extensive experience writing taglines/slogans and effective headlines for landing pages, print graphics etc, has been one of my most recognized talents from my clients. This combined with my ability to communicate and manage a team of marketers is the key to the revenue increases that I've been able to consistently deliver for my clients and my company.

Website Performance Specialist —

After handling the migration over to mobile responsive web design standards, we also found a need to instigate more rapid loading techniques for mobile networks. This capability involves assessing loading challenges and techniques to mitigate them, often with alternate hosting, caching and compression methods.

Web ADA Specialist —

Extensive research and implementation of ADA compliance standards. Over 7 years of working with ADA compliance; requirements, testing systems and implementation of corrections to common website errors. WCAG 2.1 Level AA standards.

Ecommerce Specialist -

For 10 years, I spearheaded the UI/UX design of VisionFriendly.com's custom e-commerce platform. I led the creation of user flows, made strategic UI/UX recommendations, and vetted integrations for payment processing, shipping, and more. This project fostered my passion for the Sociology of Web Design, as I witnessed firsthand the impact of user behavior on e-commerce success..