Nathan Brown
UX Analyst & Strategist

Yuma, AZ   nathanbrown.ux@gmail.com

nathanbrown-ux.com

Experienced web and UX specialist with 3+ years of senior UX experience and 10+ years in content management and strategy. Well-versed in user research, CRO strategies, content management systems and more. Proven ability to help build, manage, and optimize a company's digital presence to produce a delightful, engagement-driven user experience.

TOOLS & SKILLS

Figma/FigJam	HTML/CSS/JS	Usability Testing	Content Management
Sketch	AEM/WordPress	User Interviews	Content Mapping
Adobe XD	Lyssna/Userfeel	Heuristic Evaluations	Writing/Copy Editing
Balsamiq	Crazy Egg/Mouseflow	Competitor Analysis	CRO/SEO
Lucidchart	Asana/Jira	User/Task Flows	A/B testing/Heatmaps
Photoshop	Google Workspace	Wireframes/Prototypes	Product Management

EXPERIENCE

Clearlink • Draper, UT [remote]

Senior UX Analyst/Strategist   Sept 2022 — Oct 2024

- Oversaw UX, conversion and optimization strategies for CableTV.com, an affiliate site designed to simplify buying choices for customers of TV, internet, and streaming services.
- Performed regular testing and analysis of CableTV.com's user experience using both qualitative and quantitative methods: user interviews, usability testing, 1st click tests, A/B testing, surveys, heatmaps and more.
- Conducted weekly analysis of page performance for site KPIs, including traffic, behavioral metrics, custom events, conversions and revenue generation.

Senior UX Content Strategist   Aug 2021 — Sept 2022

- Performed QA for web page content, providing in-depth review for quality assurance, adherence to guidelines, and UX opportunities for optimization and conversions.
- Conducted regular audits of content and content inventory for 800+ pages on cabletv.com, including assessments of above-the-fold content, mobile vs desktop analysis, and more.

- Used guerilla-style recruitment to interview and conduct user testing with multiple participants as part of ongoing CRO efforts to better qualify leads sent to our partners.

Aquent • Remote

AEM Content Author
Aug 2022 — present (part-time)

- Author, upload, edit, maintain, and QA content/assets using AEM 6.5 for Rockwell Automation, a leading provider of industrial automation products.
- Primary content author of website migration project for Sprecher + Schuh; built 30+ pages, including manual creation of 500+ table rows for e-catalog and AutoCAD library.
- Uploaded, edited, iterated on, and performed QA on 20+ pages for Investor Relations site migration; created Experience Fragments and content embed fragments as needed.

Cru • Orlando, FL

Web Content Manager/Specialist, Team Lead
Aug 2012 — Aug 2021

- Oversaw team of content specialists and strategists; uploaded, edited, maintained and managed content/assets using Adobe Experience Manager and WordPress.
- Co-led information architecture project using moderated in-person card sorting, resulting in a more robust IA suitable for ingesting 1,000+ pages in a migration project.
- Validated user stories with UAT and QA in content management system migration, testing and approving 30+ web page components for cross-browser compliance.
- Built 20+ SEO content pillar pages in 2020, leading to page one SERP rankings on these pages and a 15% decrease in site bounce rate from 2019.
- Built custom quiz using HTML, CSS, JavaScript/jQuery, and Google Apps Script, which captured data in Google Sheets and generated 20,000+ leads in one year.

EDUCATION

Ohio University • Athens, OH
Bachelor of Science in Visual Communications, Interactive Multimedia

Nielsen Norman Group
UX Certification (UXC #1047041)

Five UX courses and exams in areas of interaction design, research, and UX management.

CareerFoundry
Certificate in User Experience Design

Intensive 10-month course learning fundamentals of UX and UI, including competitive analysis, extensive user research, information architecture, usability heuristics, emotional & visual design, rapid prototyping, usability testing, and more.