

# Niki Stanley

User Experience (UX) Designer

COLUMBIA, MO

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nikistanley.com

## PROFESSIONAL EXPERIENCE

Feb. 2018 –  
Present

### Strategic Communication Consultant

Joint Office of Strategic Communication and Marketing, University of Missouri

- Served as content lead for missouri.edu redesign project. Conducted competitive analysis and content audit, designed page layouts using brand components, wrote web copy and worked with key campus stakeholders to coordinate and fact-check content
- Managed editorial calendar and content updates for missouri.edu and chancellor websites
- Designed microsites, landing pages and internal HTML mass email communications for university leadership

Nov. 2016 –  
Feb. 2018

### Strategic Communication Associate II

Office of the Provost/Mizzou Advantage, University of Missouri

- Managed web content for Office of the Provost and Mizzou Advantage websites and designed optimized landing pages for key initiatives
- Designed event promotional materials, ads and billboards as well as PowerPoint presentations for the provost and chancellor
- Developed and executed HTML mass email communications for university leadership

April 2010 –  
Aug. 2016

### Senior Multimedia Specialist (2010-2014)

### Senior Educational Program Coordinator (2014-2016)

Division of Inclusion, Diversity & Equity, University of Missouri

- Created a centralized web hub for diversity and equity services to improve awareness and access to those services for the campus community
- Developed e-learning microsites, including the academic hiring training required of all search committees by the Office of the Provost
- Designed promotional and educational materials (print, web, digital ads, etc.)

April 2001 –  
Aug. 2008

### Web Designer (Internet Administrator—Expert)

Web Communications, University of Missouri

- Designed and developed 35+ websites, including the University's official site (missouri.edu) and @Mizzou, MU's award-winning alumni e-newsletter
- Worked with campus clients to determine needs; conduct benchmarking, task analyses, user interviews; and develop communication strategy
- Performed heuristic evaluations of campus websites using industry-identified user-centered design and accessibility standards
- Successfully managed multiple large web projects at a time. Acted as liaison between clients and both in-house and external agency teams
- Developed campus web policies and guidelines and championed the use of web standards to improve the quality and consistency of web resources on campus

Nov. 1997 –  
April 2001

**Office of the Vice Provost for Minority Affairs & Faculty Development, University of Missouri**  
Information Specialist

- Conceptualized and developed MU's first centralized academic job announcements website for schools, colleges and divisions
- Produced departmental websites, publications, PowerPoint presentations, resource manuals, promotional materials and academic hiring forms
- Wrote and copyedited executive communications for the vice provost
- Assisted with event programming, including the annual department chairs retreat, new faculty orientation and Martin Luther King, Jr. lecture

## FREELANCE PROJECTS

**McAllister Software Systems**

Designed and developed 10+ grid-based web template systems for McAllister Software's veterinary CMS

**Professor William Folk, Department of Biochemistry, University of Missouri**

Collaborated with biochemistry faculty to build website for Maps in Medicine science curriculum modules

**Professor Donald Burke, Bond Life Sciences Center, University of Missouri**

Designed and developed website and technical manual for University of Missouri Program in Virology and Molecular Therapy to showcase faculty research

## TECHNICAL SKILLS + SOFTWARE

HTML5/CSS3, Bootstrap, JavaScript (basic), PHP (basic),  
Adobe Create Suite (Photoshop, Illustrator, XD/Creative Cloud), Git

## EDUCATION & PROFESSIONAL CERTIFICATIONS

**Master of Arts, Information Science and Learning Technologies<sup>1</sup>**

University of Missouri, 2012

<sup>1</sup>Additional graduate-level coursework in educational technology and educational leadership

**Bachelor of Science, Secondary Education (Art K-12), *magna cum laude***

University of Missouri, 1997

**User Experience (UX) Certification**

Nielsen Norman Group<sup>2</sup>, 2019

<sup>2</sup>industry leaders in digital experience design and usability

**References available upon request**