

S. RENAY RICHARDSON

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Web content management professional with over 8 years of experience in digital content strategy, web design, and user experience design. Spearheaded web design for non-profit organizations, government agencies, B2B companies in the Washington D.C. & Richmond, Virginia area. Overhauled users' digital online experience through website redesigns, conducting user research, developing optimized landing pages, and creating high-performing content strategies.

AREA OF EXPERTISE

- Content Strategy
- Usability Testing
- Accessibility
- Project Management
- User Experience
- Drupal CMS
- Web Development
- User Research

PROFESSIONAL EXPERIENCE

Web Product Owner, Legal Services Corporation

June 2019 - Present

- Launched new LSC.gov website; developing content templates, taxonomies, and advising developers on content types in Drupal CMS.
- Mentors colleagues on usability principles and content techniques, best practices for digital design and web content accessibility guidelines.
- Led design sessions with department teams on 20+ projects to develop functional, technical and content requirements for strategic communication efforts.
- Developed new functionality, e.g. database of client success stories, audience-based calendars, site search to reduce bounce rate for user flows by 30%.

Digital Content Specialist, Howard University

March 2018 - May 2019

- Drove design for key high-traffic sites, Howard.Homecoming.edu and Commencement.Howard.edu; implemented key strategic functionalities that heightened user experience and aligned with university strategic goals, surpassing KPI's by 15%.
- Conceptualized 10+ new content areas for Howard University's homepage according to the new digital integrated strategy ranging from videos to data visualizations.
- Trained small and large groups of internal website content authors using Drupal 7 and Drupal 8 management systems, providing support and best practices.
- Crafted university content management plan and routinely facilitated key cross-functional team meetings and web consultations with faculty and staff members for over 13 departments.
- Conducted regular usability testing for new website projects and existing sites, mitigating 508 compliance risks.

Digital Content Designer, Virginia Health Information

February 2016 - February 2018

- Produced 15 engaging visual design solutions monthly for each digital communication platform; including desktop and mobile websites, email templates, social media posts and presentations.
- Optimized unique content for blogs, web pages, press releases and social media platforms using best practices to increase web traffic by 25%.
- Constructed editorial social media posting calendar and implemented strategy increasing overall audience by 150% across platforms.

UX Visual Designer, ChemTreat**February 2015 - December 2015**

- Designed optimized career website (interface and content) reinforcing the value proposition of company to potential employees, increasing overall traffic and applications by roughly 10%.
- Analyzed over 100+ internal user surveys to build employer brand identity, user site maps and strengthened information architecture based on HR strategic goals.
- Developed 8 wireframes and layouts using Sketch and Adobe XD, providing design deliverables to project vendor.

EDUCATION

Human-Computer Interaction, M.S.

University of Maryland College Park

Marketing, B.S.

Virginia State University

ADDITIONAL INFORMATION

- **Certifications:** Certified Scrum Product Owner, ScrumAlliance
- **Awards:** Jenny Preece and Ben Schneiderman Award for Excellence in HCIM (2025)
- **Leadership:** Dean's Graduate Student Advisory Council