Mikaela Murgoitio

Online Portfolio

mikaelamurgoitio@gmail.com
208-794-3891
Scottsdale, AZ
LinkedIn Profile

Skillset

- Project Management
- Wireframing
- Concepting
- Prototyping
- Ideation
- Interviewing
- Usability Testing
- Information Architecture
- Leadership
- Graphic Design
- UX/UI Design
- Digital Marketing
- Affiliate Marketing
- Content Strategy
- Research Analysis

Education

Gonzaga University
SEP 2014 - MAY 2018

B.A. Business Administration

- Concentrations: Digital Marketing, Marketing, and Business Management Information Systems

Certificates

Coding Dojo
JUNE 2022 - DEC 2022

UX/UI Design Bootcamp

- Developed strong UX/UI skills and techniques through collaborative & individual work.
- Carried out the design process from domain research to final hi-fi designed prototypes for 2 projects.

Technical Projects

Claira.ai - UX Worker Role Match Feature   SEP 2022 - NOV 2022

- Claira.ai, a start-up competency analytics engine, helps organizations understand their talent through AI competency science. My team and I successfully developed an employee-role skill comparison tool by utilizing user feedback to articulate actionable design insights.

Craigslist - UX/UI Redesign   JUNE 2022 - AUG 2022

- Restructured Craigslist's content hierarchy to expedite buying users' time to task to 5 minutes on average with a 100% completion rate. Incorporated a modern UI design system using Figma to compliment the site's branding.

Professional Experience

Senior Affiliate Marketing Manager   NOV 2021 - PRESENT
Newfold Digital

- Build and expand a network of over 3,000 partners by identifying affiliate growth opportunities and aligning efforts across all marketing channels.
- Maintain relationships with top partners to assist with optimization of performance on their website or platform.

WordPress Web Designer   DEC 2020 - NOV 2021
Newfold Digital

- Managed and executed the fulfillment, creation, and delivery of up to 10 paged web design projects tailored to customers' industries..
- Built and fostered customer relationships by providing expert support and guidance utilizing clear communication.

WordPress Live Agent   JUNE 2020 - DEC 2020
Newfold Digital

- Taught and mentored customers to incorporate best practices to build and maintain their WordPress website through functionality and design components.
- Excelled in all 4 performance metrics including knowledge, courtesy, handle time, and survey success rate.

CRM & Investment Specialist   AUG 2018 - JUNE 2020
Vangaurd

- Succeeded in 5 out of 5 key metrics pertaining to client care, professional development, and leadership.
- Promoted lean methodologies for the team and served as a subject matter expert for digital opportunities.