

Wendy DeCora

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EDUCATION AND CERTIFICATION HISTORY

University of Iowa	2000	Iowa City, IA
<ul style="list-style-type: none">• B.A. Computer Science/Communications – Media Productions• Activities: Hawkeye Marching Band & Pep Band, Semester abroad in Wales		
Certified Usability Analyst (CUA)	2013	Human Factors International
<ul style="list-style-type: none">• 90+ hours of courses & exam including: User-Centered Analysis and Conceptual Design, Practical Usability Testing, The Science and Art of Effective Web and Application Design, Putting Research into Practice		
Certified User Experience Analyst (CXA)	2014	Human Factors International
<ul style="list-style-type: none">• 100+ hours of courses & exam including: How to Design for Persuasion, Emotion, and Trust (PET design); The PET Architect; How to Design for the Big: User-Centric Innovation and Strategy; How to Support Institutionalization of a Mature UX Practice		
Front-End Essentials	2017	Big Nerd Ranch
<ul style="list-style-type: none">• 40+ hours of instruction focused on building mobile-first websites utilizing responsive design, performance optimization, JavaScript, HTML5, CSS, and Ember		

CAREER HISTORY

ACT, Inc. - Web Developer/Website Technician	2000-2015	Iowa City, IA
Iowa City Public Library - Web Specialist	2015-2016	Iowa City, IA
Collective Data, Inc. - App Dev/QA Coordinator	2017-2018	Cedar Rapids, IA

CONTRACT HISTORY

Robert Half	2017	Iowa City, IA
<ul style="list-style-type: none">• PC Technician at University of Iowa Hospitals and Clinics		

PROFESSIONAL EXPERIENCE

Quality Assurance

- Created and managed 300+ test cases for successful core software release in 5 weeks
- Created Best Practices for testing and application development
- Ensured that any code shipped adhered to strict quality standards
- Worked to get company-wide buy-in that quality is everyone's responsibility.

Website Administration

- Developed and supported multiple websites with 100M+ page views per year
 - <http://www.act.org>
 - <http://www.actstudent.org>
- Maintained and edited content for 4K+ web pages

- Led two system migrations, moving to increasingly more modern architecture and databases, followed by two conversions to content management systems, working with third-party vendors and key stakeholders in collaborative team environment
- Managed company portfolio of up to 400 top-level domains for 15 years; served as Technical Administrator; maintaining name server entries and marketing domain forwards for internal and external clients
- Worked with internal security team and external web hosts to ensure sites were secure and compliant

Usability and Design

- Optimized a responsive design, eliminating the need to maintain desktop and mobile versions of sites; increasing team efficiency
- Implemented and managed company-wide web analytics for 13 years; worked with content owners to improve website based upon analytics data and best practices
- Completed a content review/inventory of 10+ years of content
- Coordinated with graphic designers to prepare and implement templates, graphics, and interactive components
- Initiated and integrated new social media platforms across company assets

Customer Service

- Collaborated with departments and team members at every level within a company of 1K+ employees on hundreds of projects, some taking a few hours, some encompassing several years
- Managed relationship with internal stakeholders for State Testing project for 10 years; grew project from basic form for state testing coordinators in two states to robust web application for twenty-five states serving thousands of coordinators testing hundreds of thousands of students
- Provided on-call technical help to public library users and internal library staff

Web Development

- Proficient with: PHP, SQL, HTML5, CSS, Perl
- Familiar with: JavaScript, jQuery, Ember, Bootstrap (responsive framework), Java, Velocity, 508 & C3 Accessibility Standards, Git & Subversion (version control)
- CMS Platforms: Wordpress, Adobe Experience Manager (AEM), CodeIgniter, Clickability by Upland, Cisco Quad

Usability/User Experience

- Tools used: heat mapping, analytic analysis, prototyping, usability testing, personas, user interviews

System Administration

- Linux/Unix, Apache, Mac

Software Knowledge

- Windows, Mac, Microsoft Office, Adobe Photoshop, all modern web browsers, Google Analytics Premium

Social Media

- Managed internationally-renowned company presence on: Facebook, Twitter, LinkedIn, YouTube

ADDITIONAL ACTIVITIES

Website Administrator – Volunteer	2009-2015	Hardacre Film Festival, Tipton, IA
<ul style="list-style-type: none"> ● Developed and managed festival website in WordPress - http://www.hardacrefilmfestival.com ● Worked with web designer to implement custom WordPress theme ● Coordinated posting and editing content with Festival Director ● Maintained custom web application that allows jurors to rate and comment on submitted films 		
University of Iowa Alumni Band	2000-Present	Iowa City, IA