



Melissa Osterweil
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Programs and Skills

HTML	CSS	UX/UI	WCAG AA 2.0
CRO	SEO	Atom	Sublime
Adobe XD	Photoshop	Illustrator	InDesign
Jira	Slack	Microsoft	Github

Experience

Manager Web Production | 2U Inc.

Denver, CO | Feb. 2020 - Present

Manage, build, maintain and launch new program websites using HTML and CSS in 2U's custom built CMS.

Work with web producers and coordinators across the web production team to help individuals reach business goals and increase personal growth

Ensure adherence of program brand guidelines, UX/UI, accessibility and web best practices

Communicate between multiple teams (SEO, CRO, Brand, Creative) and stakeholders to enhance processes, products and workflow

Continue working on all responsibilities of a Sr. Web Marketing Producer

Sr. Web Marketing Producer | 2U Inc.

Denver, CO | Oct. 2018 - Feb. 2020

Manage program websites by updating content, reorganizing navigation, adding new pages, increasing cro and seo, and enhancing mobile optimization for a better user experience

Develop documentation to enhance communication across multiple teams (brand, seo, cro, creative)

Remote-manage our summer intern(s) by assigning projects relating to accessibility, user experience, building a full website and independent research projects

Train and on-board new hires by assisting in shadowing and project assignments

Continue working on all responsibilities of a Marketing Web Producer

Marketing Web Producer | 2U Inc.

New York, NY | Oct. 2017 – Oct. 2018

Enhance accessibility across websites by ensuring WCAG AA standards are met using technologies such as screen readers and color contract checkers

Communicate with implementation teams to determine enhancements for internal products

Train and manage our Web Production intern on various projects relating to site maintenance, accessibility, and responsive design

Continue working on all responsibilities of a Web Production Coordinator

Web Production Coordinator | 2U Inc.

New York, NY | Nov. 2016 – Oct. 2017

Build, maintain, and manage program websites using 2U's content management system while negotiating needs of several stakeholders including brand, CRO, SEO, and creative

Coordinate with the creative team to develop a system for updating internal style sheets across web properties

Ensure accessibility standards are met across all program sites

Collaborate with technology teams to develop new enhancements to produce the best user experience possible

Web and Graphic Designer | Mining Indaba

New York, NY | May 2015 - Oct. 2016

Managed the Mining Indaba website and improved user experience while working with an external web developer to enhance UX across the site

Implemented branding guidelines across website, email, and print campaigns

Produced on-site guides, floorplans, and signage to help guide attendees through conference spaces

Designed user-friendly, cross-platform assets for conference mobile application with CrowdCompass

Education

Courses, Degrees & Certifications

User Experience Design Online Short Course | *Get Smarter*

University of Cape Town (UCT), Remote | April 2019

Grow with Google Challenge Scholarship: Front-End Web Dev | *Udacity*

Remote | April 2018

HTML5 & CSS3 | Level 1, Level 2; Javascript | *The Career Center*

New York, New York | Aug. 2015

Bachelors of Fine Art | Concentration: Communication Design

University at Buffalo Class of 2013 - Magna Cum Laude

LinkedIn Learnings

Adobe XD Essential Training: Design (2019) Jan. 2019

UX Foundations: Accessibility Nov. 2018

Learning Atom Oct. 2018

Web Development Foundations: Full-Stack vs Front-End Dec. 2017

Volunteer

STEM Kids | New York, New York | Aug. 2018

Volunteered to help out with STEM Kids summer school program by assisting with hands on activities