

Emma Davis

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EDUCATION

Purdue University, B.S. Web Programming and Design
Minor in Psychology | Certificate in Entrepreneurship and Innovation

2021 – 2025 | West Lafayette, IN

PROFESSIONAL EXPERIENCE

Web Designer, Clarity Partners LLC.

05/2024 – 08/2024 | Chicago, IL

Summer Internship | **Sketch, Google Analytics, Adobe Suite, Canva, Notion, Generative AI, PowerPoint**

- **Led user research and analysis** for the Chicago Park District, synthesizing **300+ survey responses** and analytics data into prioritized usability pain points.
- **Mapped user journeys and performed competitive analysis** to identify navigation barriers and recommend improvements across high-traffic pages.
- **Delivered 30+ wireframes and high-fidelity mockups** in Sketch, applying a structured design system and adhering to WCAG accessibility standards to create scalable, user-friendly dashboards.

Assistant Marketing Team Lead, Cardinal Management

09/2023 – 05/2024 | West Lafayette, IN

Part-Time During School | **Canva, Adobe Photoshop, Adobe Illustrator, Instagram, TikTok, Facebook**

- **Launched social media campaigns** with reels reaching **500,000+ views**, using analytics to track performance and refine content.
- **Produced digital assets and short-form videos** to improve consistency across Instagram, TikTok, and Facebook.
- **Developed branded visuals and content** tailored to audience behavior and feedback, enhancing clarity and usability of online content.

Learning Experience Developer, FlightSafety International

05/2023 – 08/2023 | Wichita, KS

Summer Internship | **Adobe InDesign, PowerPoint, Adobe Illustrator, Adobe Photoshop**

- **Built and updated 10+ interactive training modules and textbooks** for pilot instruction, modernizing courseware within an established design system.
- **Redesigned content across 26+ aviation courses**, improving clarity and usability of modules for both instructors and students.

PROJECTS

Small Business Booking Platform Redesign, Cat Cafe 

08/2024 – 05/2025

Client Project | **Figma, Wix, Wix Analytics, Booking Data Tracking**

- **Redesigned booking flow and site navigation** in Wix, cutting drop-offs by **20%**, increasing booking path completion by **30%**, and boosting bookings by **48%**.
- **Implemented a branded, mobile-responsive site** that improved session duration by **10%** and lowered bounce rate by **10%**, ensuring accessibility and usability across devices.

LEADERSHIP

Director of IT & Communication, Purdue Panhellenic Association 

12/2023 – 12/2024

Elected Position | **MyCampusDirector, Microsoft Excel, Zoom, Wix, Google Suite**

- **Directed technology operations for Panhellenic recruitment with 1,100+ participants**, overseeing registration, live matching, and **training 20+ technology chairs** to ensure accurate, on-time placements.
- **Overhauled the Panhellenic recruitment website**, generating **20,000+ visits** and driving a **73% year-over-year increase in engagement** while improving access to recruitment information for prospective members.

SKILLS

UX & Product Design: Wireframing, Prototyping, Information Architecture, Interaction Design, Design Systems

Research & Analytics: User Research, Competitive Analysis, A/B Testing, Data Visualization, Web Analytics

Web Development: HTML5, CSS3, JavaScript, GitHub, CMS Platforms (WordPress, Webflow)

Design & Collaboration Tools: Sketch, Figma, Adobe XD, Miro