

SHERAY FRANKLIN

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SUMMARY

Self-motivated, meticulous, UX/UI designer. Studied at Georgia Institute of Technology's UX/UI Bootcamp. Strengths include research, ideation, wireframing, and prototyping. Excels in fast-paced environments, communicates exceptionally, anticipates solving problems, strategically plans, and has excellent multitasking capabilities. Committed to serving others, positive and teachable.

WORK EXPERIENCE

Apr. 2015 – Present | **Overcoming By Faith Church** | Savannah, GA

Job Title: Assistant Media Manager

- Worked in the following roles: Video Editor, Graphic Designer, Website Editor, Social Media Content Creator, Photographer, Stage Manager, Lighting Designer, Dance Lead, Choreographer
- Planned and executed Lift Arts Weekend: training workshop for dance, vocals, and band.

Nov. 2023 – Present | **Alvin Ailey American Dance Theater** | Remote

Job Title: Digital Marketing Assistant

- Designed promotional, fundraising, and engagement-type email campaigns
- Managed target lists and segmentation
- Aided in the creation of new customer journeys and automations
- Assisted with email campaign performance & ad hoc website reporting
- Assisted with lead generation campaign design and strategy
- Provided support with regular site content updates, new webpage creation, and blog post web page design
- Helped to improve SEO on the main site as well as all other microsites
- Created opportunities for A/B testing

Oct. 2021 – Mar. 2023 | **Reibus International** | Atlanta, GA

Job Title: UX UI Designer

- Conducted user research to identify user needs and pain points. Created intuitive and compelling wireframes, high fidelity mockups, and prototypes for user interfaces.
- Tested and iterated on design solutions based on feedback from users and stakeholders.
- Collaborated with other designers, product managers, and developers for production.
- Ensured consistency across all products while identifying opportunities to improve user experience.

Aug. 2016 – June 2018 | **Free Chapel** | Gainesville, GA

Job Title: Production and Communications Student

- Contributed to the successful book launches of "Right People, Right Place, Right Plan" and "Love Like You've Never Been Hurt"
- Played an active role in the launch of the Midtown Campus.

- Actively participated in the "think tank" for the Forward Conference, contributing to brainstorming sessions, document editing, email and letter drafting, and event planning for one of Georgia's largest student conferences.
- Lighting Designer for student chapel and special services including lighting asst. for Christmas production, Graphics Operator, Satellite Campus Producer
- Camera operator for guest speakers and artists: Elevation "There Is A Cloud Tour," Marcus Lamb of Daystar, Gaither Vocal Band, Jason Crabb live recording of "Unexpected" album.
- Post graduation: Stage managed for Gwinnett Campus (GA), Gainesville Campus (GA) and Orange County Campus (CA)

Aug. 2009 – May 2013 | **Oklahoma City University** | Oklahoma City, OK

Job Title: Dance and Arts Management Student

- Developed skills in technical theater through the following positions: Director's Assistant for Jo Rowan (Dance Director and Program Founder); Stage Manager; House Manager.
- Assistant Lighting Designer; Static Light Board Operator; Choreographer's Assistant; Wardrobe Mistress; Costumer; Deck Crew; Usher; Registration Associate for new student auditions; Ticket Office Sales Associate

June 2010 – Aug. 2010 | **Lyric Theatre of Oklahoma Company** | Oklahoma City, OK

Job Title: Assistant Company Manager Intern

- Greeted and retrieved out of state artists from the airport, checked artists into extended stays and apartments, reviewed welcome brochures and released rental cars. Revised artist's contracts. Prepared scripts and materials for rehearsals
- Performed administrative tasks including preparing documents for meetings and mailings. Assisted in the preparation of donor receptions. Attended rehearsals and shows for the summer season.

PROJECTS

Reibus International- The Independent Marketplace for Industrial Metals | Link to Company Work: <https://www.sherayfranklin.com/reibus-international>

- End-to-end solution for buying, selling, and moving metal
- My Role: UX/UI Designer for Marketplace Products
- Tools Used: Figma, Jira

Populate- Post Pandemic Travel App

Link to Project: <https://www.sherayfranklin.com/populatetravelapp>

- *Populate* tells you the volume of people at any place at any time. Before deciding to travel, users can search their destination to see real time data on volume, capacity, busiest times and Covid-19 mandates.
- My Role: UX Researcher, UX Developer, UX Designer, Independent Project
- Tools Used: Figma, Adobe XD, Miro

Homeland Security- Redesign of Government Agency Website | Link to Project: <https://www.sherayfranklin.com/dhsredesign>

- Redesigned government agency- Simplified navigation, created user friendly pages, added more visible navigation, used engaging images, decreased text
- My Role: UX Researcher, UX Developer, UX Designer, Independent Project
- Tools Used: Figma, Adobe XD, Miro

Metropolitan Ballet Theatre- Redesign of dance website | Link to Project:

<https://www.sherayfranklin.com/mbtredesign>

- Metropolitan Ballet Theatre trains aspiring and professional ballet dancers with the highest quality instruction, allowing dancers of all levels to reach their true potential. How might we help MBT attract dancers and increase website visitation, sales, and sponsorships?
- My Role: UX Researcher, UX Developer, UX Designer, Group Project, Independently designed navigation
- Tools Used: Adobe XD, Visual Studio Code, Github, Bootstrap 5, Miro

TECHNICAL SKILLS

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|----------------------|--------------------|
| • Figma | • Adobe Photoshop |
| • Adobe Premiere Pro | • Adobe Lightroom |
| • Drupal | • Microsoft Office |
| • Pardot | • Mailchimp |

EDUCATION & CERTIFICATION

Armstrong State University | Savannah, GA

Major: Professional Communication & Leadership

Degree: Master of Art

Graduation Date: May 2015

Oklahoma City University | Oklahoma City, Oklahoma

Major: Dance Management

Degree: Bachelor of Science

Graduation Date: May 2013

Georgia Institute of Technology | Atlanta, Georgia

Certification: UX/UI

Completion Date: June 2021

Free Chapel College | Gainesville, Georgia

Certification: Ministry Leadership

Completion Date: June 2018