

Laura Kendellen

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Career Highlights

Director of Web Strategy | Westminster College | 2018-present

- Manage the team, policies, processes, and projects behind westminstercollege.edu
- Oversee all website design, content, information architecture, and development
- Build a data-driven web strategy to influence decision-making and project prioritization
- Create user-centered solutions that meet evolving stakeholder and user needs
- Manage web projects from ideation to delivery using agile methods
- Develop project scope, timelines, and functional specifications
- Facilitate discovery meetings, project communication, and QA testing with stakeholders
- Incorporate UX/UI principles, accessibility, inclusivity, and mobile-first design into all projects
- Ensure all web experiences meet WCAG 2.1 AA, HIPAA, and PCI requirements
- Guide and support the team's content and SEO strategies
- Bring UX, information security, and ADA knowledge to college-wide policies and initiatives
- Manage contracts and projects with SaaS vendors and creative agencies

Web Manager | Utah State University | 2016-2018

- Led website content, design, and IA strategy for the Office of Research and Graduate Studies
- Managed digital projects including website redesigns and CMS migrations
- Led needs assessments, solution planning, and change management for internal clients
- Trained a team of content writers and web designers in best practices for higher ed websites
- Implemented CRO strategies and used analytics to inform UX and marketing decisions
- Designed, administered, and analyzed usability testing to guide UX improvements
- Developed and implemented SEO strategies to recruit graduate students

Web Content Coordinator | Madison Area Technical College | 2015-2016

- Directed content, information architecture, and user experience for the college website
- Liaised and problem-solved with web governance, technical, marketing, and content teams
- Trained a team of 40 cross-departmental content managers on web and SEO best practices
- Ensured consistent use of accessibility, usability, readability, and SEO best practices
- Developed processes with IT and governance teams to evaluate and execute feature releases
- Collaborated with stakeholders to develop solutions to UX and business challenges
- Derived meaningful insights from analytics and user testing to guide actionable next steps
- Assisted with college-wide change management and project communications

Digital Communications Coordinator | Planned Parenthood of Wisconsin | 2013-2015

- Managed content, information architecture, and UX for web and email communications
- Led CMS migrations and redesigns for several websites
- Designed the organization's first SMS communications program
- Used cross-channel analytics, including A/B test results, to inform digital UX enhancements
- Created reporting mechanisms for digital fundraising across website, email, and SMS

Communications Coordinator | SEIU Wisconsin State Council | 2010-2013

- Created, implemented, and monitored cross-channel content strategy
- Led a CMS migration and a website redesign project

Previous Positions

- Digital Marketing Consultant | Urban Accents Art Gallery | 2010
- Digital Communications Consultant | 9to5 National Association of Working Women | 2009-10
- Digital Marketing Specialist | Freckle Face Boutique | 2007-10

Education

University of Wisconsin-Milwaukee | 2009

- BA Journalism and Mass Communication
- Women's Studies Minor
- Community Organizing Certificate

Selected Continuing Education

- PMI Certified Associate in Project Management Exam Preparation Course | 2022
- WebAIM Web Accessibility Training | 2018
- UW-Milwaukee Continuing Education Web Design Certificate | 2014

Selected Presentations

- *Everyday Accessibility* | Westminster College Staff Retreat | 2021
- *From the Wild, Wild West to User-Centered Strategy: A Redesign Journey* | RNL National Conference on Student Recruitment, Marketing and Retention | 2017

Selected Volunteer Service

- Ladies that UX Salt Lake City planning committee | 2021-present
- UX research study for the North American Students of Cooperation's website | 2017
- 9to5 National Association of Working Women board member | 2010-14

Technical Experience

- Google products including Analytics, Tag Manager, Search Console, and Custom Search
- CRMs including Constant Contact, Convio, Mobile Commons, Slate, and Blue State Digital
- CMSs including Modern Campus, Concrete5, Drupal, and WordPress
- Wireframing software including Adobe XD and Adobe Comp
- Project management tools including Asana, Basecamp, Teams, SharePoint, and ServiceNow
- Form management software including Formstack
- Digital signage software including Yodeck
- Virtual tour programs including YouVisit and Google Virtual Tour
- Payment integration products including Stripe and PayPal
- Ecommerce programs including Miva
- Moderate skills in HTML and familiarity with CSS and JavaScript
- SEO tools including Moz, Screaming Frog, and WordTracker
- Accessibility tools including Monsido