Audrey J Kelly

Storyteller & Designer

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EDUCATION

Grand Valley State University

Bachelor of Arts in Writing and Digital Studies | 4.0 GPA

Outstanding Writing Student Award

Workplace Technology and Communication Badge

RELEVANT COURSEWORK

Advanced Writing for the Web

Digital Data and Design

Professional Writing

Multimodal Composing

SKILLS

Social Media | InDesign | Illustrator | Canva | WordPress | Microsoft Office | Google Workspace | Wix | Figma

- Clearly and concisely communicate complex ideas
- Productive project manager
- Digital literacy and nuanced understanding of technology
- Confident editor and proofreader
- Outstanding time management and prioritization of tasks
- Creative problem-solver

PROFESSIONAL EXPERIENCE

eLearning Training Coordinator   Cretsinger Care Homes Ltd. | August 2022 – Present

- Revise and proofread existing training and implement new training that fulfills the Improving MI Practices guidelines, including conducting extensive research for 30+ modules
- Design engaging and multimodal training that incorporates text, audio, and video

Organization President   Organization for Professional Writers | April 2022 – April 2023

- Planned and led biweekly meetings to peer review professional writing articles, plan events, and facilitate a community
- Organized and hosted fireside chats with professional writers, including designing and distributing promotional materials, taking extensive notes during the event, and writing relevant blog posts

User Experience Student   Grand Valley State University Libraries | August 2019 – April 2023

- Wrote, designed, and edited a 39-page training guide over several months for new student employees
- Assisted users with checking out materials and conducting research and promoted library resources
- Delivered excellent customer service by being approachable, listening with empathy, asking open-ended questions, empowering users, and going the extra mile

RELEVANT PROJECTS

Website Designer   Mitten Lakes Studio | March 2022 – Present

- Conducted user research with 100+ respondents survey and analyzed competitors to combine client goals with user needs
- Developed a 7-page WordPress website from scratch, including writing most of the copy and installing plugins, to create a strong visual identity across every page and improve the user experience
- Prepared a content strategy plan to document client goals, website audience, style guidelines, plugin purposes, and website maintenance to ensure website longevity

Usability Testing Moderator   Grand Valley State University | October 2021 – November 2021

- Conducted usability testing with three participants on the Willard Library website using the think-aloud protocol to determine its usability and identify user pain points
- Provided four actionable recommendations based on findings from usability testing and Likert scores to create a more user-friendly website
- Demonstrated mastery of the conventions of a formal usability report, including formatting and style