



EXPERIENCE STRATEGIST

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AWARDS

2019 Ad Fed: The Show

1st Place Consumer Brand
Website Design

SKILLS

Strategy

Workshop design & facilitation
Stakeholder alignment
Project roadmapping
Scope management

Human

Direct communication
Activating & empowering others
Collaboration
Room reading and real-time pivoting

Research

Interviews & Surveys
Usability testing
Qualitative testing
Content auditing
Competitive landscaping

Design

Prototyping
Workflows
System mapping
Figma, Sketch, & Miro

EXPERIENCE

Clockwork

Experience Strategist | *July 2020 - current*

User Experience Architect | *May 2018 - July 2020*

Work on a cross-functional Agile team crafting human centered technology solutions in a client services environment. From Fortune 500 companies to small local non-profits, I work collaboratively with clients to identify goals, define digital strategies, design elegant solutions, test assumptions, and measure against goals. Research, workshops, usability testing, wireframing, content strategy, project roadmapping, measurement planning, etc.

Allianz

User Experience Designer | *July 2017 - May 2018*

Work with various Agile teams to mock-up email campaigns, landing pages, public product pages, banner imagery, interstitial pages, secure account pages, etc. to support the sensitive user experience of collecting life insurance benefits after a loved one has passed.

A smattering of pre-tech jobs

Molly Horton Pottery LLC | *Founder and Potter*

Northern Clay Center | *Web and Communications Intern*

Parkway Pizza | *Marketing and Events Supervisor*

Shepherd Moon Farm | *CSA Vegetable Farmer*

Nina's | *Barista*

Birchwood Cafe | *Server*

Jacob Sprints Farm | *Meat & Dairy Farmer*

Covidien | *Global Marketing Intern*

EDUCATION

User Experience Design Certification

Prime Digital Academy

2017

Bachelor of Science

College of Saint Benedict | *Biology Major, Philosophy Minor*

2010 - 2014