

## SHERRY AUXIER ERRERA

Baltimore | 410-419-4490 | sherryerrera@gmail.com

### **SNAPSHOT**

Professional with more than 20 years of cross-functional experience in Information Architecture, User Experience Design and Engineering, Optimization, A/B Testing, Cross-channel Personalization and Intelligence, and Digital/Data Analytics.

### **OVERVIEW**

Since 2007 I have worked for Medifast in various roles and levels of involvement initiatives directly impacting UX/UI for multiple iterations and features for enterprise websites that together generate over \$270 million in revenue per year.

Prior to Medifast, in 1996 I founded what grew to be a leading ecommerce and marketing firm developing strategic new business channels via the web for early adopters and established corporations. We provided a full suite of ever-evolving services and technologies including to-market strategy, development and implementation of both content and commerce driven websites, creative assets, brand design/evolution, marketing communications and ongoing digital/site optimization.

Today, I continue to consult in a freelance capacity to continue career growth, stay well-rounded and practice skills that I may not have the opportunity to leverage in my role at Medifast.

### **EXPERIENCE**

#### **User Experience / User Interface Design Consultant**

TELESIS Corporation

December 2016, ongoing

##### **Responsibilities**

- Support TELESIS as subject matter expert and for UX/UI design and engineering.
- Collaborate with business and technical teams to evaluate requirements and translate them into user-centered interface solutions.
- Conduct system and user research for analysis and applying learnings to product designs.
- Produce and maintain information architecture assets including user personas, user flows, sitemaps and wireframes.
- Design and maintain graphic designs for user interfaces and components, including UI and interaction design screens and style guides, patterns and conventions for applications and websites.
- Develop and manage of hi-fidelity, interactive UI prototypes to maintain a collaborative and efficient team workflow.
- Ongoing collaboration with project teams for iterative approach to design and feature improvements.
- Most recently designed the user interface for an enterprise metrics dashboard that reports maturity level scores and metrics to report NIST Cybersecurity Framework compliance for the federal multi-agency Department of Housing and Urban Development (HUD).

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### Manager of User Experience & Analytics : UX/UI Optimization

Medifast, Inc.

March 2016 – Present

#### Responsibilities

- Optimization of user conversion funnel based on testing, usability and user experience tools and data analysis.
- Baseline KPI development and analysis of site performance and user experience interactions to introduce areas of improvement to the business.
- Tactical and strategic implementation of Monetate A/B and UX testing initiatives, including results analysis.
- Manage marketing and analytics tag management systems and onsite implementation.
- Responsible for governance of onsite universal data hub to ensure validity of marketing data and UX critical path measurements and analysis.
- Implement and manage omni-channel, real-time segmentation and personalization engines to improve customer engagement and experience across touch points on and offsite.
- Oversee Organic Search Engine Optimization through direction of content architecture and analysis for continued improvements in both site rank and relevancy.
- Governance and oversight of data collection implementation, ongoing audit and validation and management of the systems and vendors that facilitate all aspects of these technologies.
- Partner with internal and external clients and teams to advance business priorities as they align with driving growth and revenue.
- Develop/Design wireframe and written requirements in collaboration with Business Analysts to support improved features and new requirements.
- Work within Ecommerce Agile Team to oversee/guide UX/IA strategy implementation to align business goals with development implementation.

### Manager of User Experience & Information Architecture

Medifast, Inc.

March 2013 – March 2016

#### Responsibilities

- Collaborate with internal business clients, business analysts and related resources to determine project scope and gather specifications.
- Engage IT and third party vendors to translate requirements into website sitemaps, wireframes, and HTML/CSS to increase website conversion.
- Design, prioritize and communicate high-level and detailed product specifications from user cases, business rules, process flows, as well as user-experience generated deliverables such as wireframes, prototypes, design and content documents.
- Assist in setting the company's technical direction for the company's web data systems by serving as a subject matter expert in system architecture.
- Create insights to guide strategy and the UX/IA roadmap through research and analysis to understand customer needs and behaviors, our competition and based on emerging technologies.
- Collaborate with business, design, and development teams for discovery, assessment of value, usability and feasibility of product features.
- Develop well-architected, web analytics implementations to realize improvement annually in analytics output, as well as lead organizational adoption and understanding.

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- Define, track, and report on key metrics including, traffic, conversion rate, exit rate, cart abandonment, average order value.
- Drive usability and on-site testing initiatives.
- Create site test plans to improve key metrics and report findings.
- Manage appropriate vendor relationships by identifying, evaluating, negotiating, and managing key third party engagements.
- Continuously audit all sites to optimize performance and work with appropriate parties as necessary to fix any issues.

### **Sr. Web Architect**

Medifast, Inc.

December 2007 – March 2013

#### **Prior Work**

- Designed and developed the frontend architecture, UI design and coding for the Medifast and Take Shape For Life promotional and autoship programs. Working with IT to implement into ecommerce platform.
- Worked with the marketing team and leaders of four business channels to develop a new enterprise roadmap, as well as developed the analysis strategy for determining success using our analytics tools to establish reliable KPI's.
- Worked with development team to implement improvements to Medifast's checkout process, including optimizing step-by-step UI, Address Verification Service (QAS) and autoship program enrollment process.
- Designed UI quick order interface to improve call center speed, as well as assist our network of more than 7,000 independent health coaches speed order processing time from remote locations.
- Assisted in design of new UI, graphics and logo for Medifast's Wellness community and weight loss tracker for both desktop and mobile applications.
- Developed a web site code and style guide for Medifast Direct.
- Designed wireframe prototypes for Medifast's refer a friend program.
- Designed process flows for our list management initiative with Salesforce (ExactTarget)
- Designed UI, coded and implemented new web chat server/application.
- Developed the business case and implemented a new click to call application to connect users to our contact center.
- Designed, developed and implemented Cart Abandonment Email program for Medifast Direct to realize a \$4 million dollar revenue recovery in less than a year.
- Onboarded and implemented new universal tag management initiative with Tealium.
- Architected and designed the foundation for a new open template structure for Medifast Direct. Worked with IT to develop templates and put them into our Blue Martini Ecommerce Platform CMS.
- Designed and implemented multiple merchandising tools including visual search, products recommendation engine and product badging.
- Conceived and established the Medifast Direct Charter. The charter is a directive to establish a new technical foundation for the Medifast1.com website, as well as a roadmap to examine, re-invent as needed, and implement a new customer experience through message, means and support.
- Lead the design and development of Medifast Canada.

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- Worked with Usablenet to develop the UI and flow of the new mobile m.medifast1.com website. Directed design and development, as well as implementation of business rules and processes in how they relate to the user experience. Participated in QA and testing of final product. Was key team member that pushed it to market.
- Collaborated with an outside vendor to redesign/develop the MedifastBlog.com website with Wordpress.
- Designed and developed an information clearinghouse for our coaches using Wordpress.

### **Consultant/Practitioner**

Freelance

November 2008 – Present

### **Recent Work**

The following client assets and web sites have been completely designed by me, including setup and installation of hosting and applications, design of templates and pages, and writing of content in most cases.

#### **Stuart Kaplow, Attorney at Law**

<http://www.stuartkaplow.com/>

Logo design, Bluehost Wordpress Installation, Avada theme, custom design template, integration of video and rotating law articles, mobile compatible, complete end-to-end build out of all site pages, features and article library.

#### **ASA Annual 5 & 10 K – Non-profit**

<http://www.asarunfest.com>

Logo design, Bluehost Wordpress Installation, Avada theme, custom design template, integration of Runsignup.com registration and rotating sponsors, mobile compatible, complete end-to-end build out of all site pages and features.

Also annual design all print and digital ad media for this event.

#### **iBar – Cheffrey's Sit Down & Tavern**

<http://www.ibarbaltimore.com>

Logo design, Bluehost Wordpress Installation, restaurant/menu theme, custom design template, mobile compatible, logo design and complete end-to-end build out of all site pages and features. Also design printed menus and t-shirt themes.

#### **Flight 1 Carriers – Non-profit**

<http://www.flight1carriers.com>

Bluehost Wordpress Installation, Avada theme, mobile compatible, complete end-to-end build out of all site pages and features.

### **Principal, Designer & Engineer**

Stingray Internet Communications

April 1996 - November 2008

*Please see attached fact sheet.*

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### **TECHNICAL KNOWLEDGE**

#### **Languages**

HTML5, CSS3, HTML, CSS, Bootstrap, JavaScript, jQuery  
Some PHP, J2EE, .NET, Cold Fusion

#### **Software/Platforms**

Code: BBEdit, Notepad++, SVN

#### **PM/Documentation**

Jira, Confluence, Asana, Teamwork, Pivotal Tracker

#### **UX/Digital Marketing**

Monetate Test/Personalization, Usability Tools, InVision App, Tealium Tag Management  
Cart/Site Abandonment, Remarketing, Search Engine Optimization (SEO), Wireframes, Process Flows,  
Personas, HCI, Cross-device Compatibility Testing

#### **Analytics/Data**

Excel, SQL, Access, Google Sheets, Cube, Data Visualization, Digital Marketing Attribution, KPI Metrics  
Development, Data Architecture, Google Analytics, BigQuery, IBM Digital Analytics, ObservePoint,  
Klipfolio

#### **Digital Marketing**

Salesforce, ExactTarget, Bronto, Lyris, List Management Automation, Personalization, Segmentation,  
Target/Retargeting, Google Site Search, Search Console, Merchant Center

#### **UX/Design**

Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Axure, OmniGraffle, Balsamiq and Visio,  
Powerpoint, Acrobat, Forms

#### **Infrastructure, Site Performance/Monitoring**

Akamai, Keynote, Dynatrace, DNS/Web Hosting/Domain Management

#### **Content Management System**

WordPress, Blue Martini Enterprise Desktop, Hybris SAP

#### **Form/Survey Platforms**

JotForm, Survey Gizmo, Wufoo

#### **Live Media**

YouTube, Video Editing & Optimization, Flash

#### **Accessibility**

Section 508, ADA, Randolph-Sheppard Act

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### **EDUCATION**

Bachelor of Science *cum laude* in Communications Design, University of Baltimore, Baltimore, Maryland

#### **Certifications and Training:**

- University of Maryland, Baltimore County (UMBC): Certificate of Training, Introduction into Agile Methods
- Tealium Bootcamp, NYC 2013
- Human Computer Interaction studies Stanford University, 2013
- Monetate University, Philadelphia PA, 2013, 2014, 2015
- Google Analytics Training, Washington DC 2014