

# TERA PROVOST

## UX Designer

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As a collaborative and forward-thinking designer, I am eager to contribute my strong analytical skills, innovative mindset, and dedication to user-centric design to elevate product success and drive meaningful impact in a dynamic and fast-paced environment.

## PROFESSIONAL EXPERIENCE

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### The University of Texas at Dallas, Richardson • Web Specialist

10/2018 - Present

- ▶ Utilizes proficiency in HTML, CSS, and JavaScript to implement interactive elements and ensure seamless integration of content and design on digital platforms, enhancing user experience and engagement.
- ▶ Works collaboratively with cross-functional teams across campus to develop and execute content strategies aligned with business goals and brand voice.
- ▶ Creates compelling visual designs, illustrations, and interactive experiences for various digital platforms, including websites, mobile websites and email designs.
- ▶ Designs and optimizes content for search engine visibility and user engagement, incorporating SEO best practices and keyword research.
- ▶ Participates in user research and gather insights to inform content and design decisions, ensuring the delivery of user-centric experiences.
- ▶ Applies and maintains content style guides, ensuring consistency in brand messaging and visual identity across all channels.
- ▶ Works closely with stakeholders to understand project requirements, objectives, and target audience to deliver effective content solutions.
- ▶ Manages and prioritizes multiple projects simultaneously, meeting deadlines and maintaining high-quality standards.

### The City of Grand Prairie, Grand Prairie • IT Communication Intern

7/2017 – 7/2018

- ▶ Developed internal and external communication documents for the department, including policy drafting, project proposals, operations manual development, research on industry and ITIL standards, and intranet site design.
- ▶ Collaborated with various stakeholders and team members at the City of Grand Prairie office to develop and create the department's first comprehensive policy and procedures manual, ensuring consistency, efficiency, and adherence to industry best practices. This initiative played a pivotal role in streamlining processes and enhancing overall operational effectiveness.
- ▶ Successfully drafted and wrote winning project proposals that secured an ITIL award for the IT department, leveraging strong communication and technical skills to effectively articulate project objectives, scope, deliverables, and benefits.

## EDUCATION

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- **Bachelor of Arts in Advertising** • The University of Texas at Arlington, 2021
- **Bachelor of Arts in Communication Technology** • The University of Texas at Arlington, 2018