

TARA SPINELLI

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SUMMARY

UX designer and writer who has created experiences and developed copy/content for diverse clients, audiences, and delivery channels, including websites, applications, educational software, linear media, and multi-channel communications. Focus is to meet audience needs, enhance the brand, and achieve measurable results. Skills include:

Digital Strategy • Information Architecture • Interaction Design • Usability Testing • Content Strategy & Development • Copywriting/Editing • Communications Strategy • Project Management

EXPERIENCE

Jan '17-
Present

Communications Strategist • YWCA Bergen County, Hackensack, NJ

Develop and implement strategic communications across channels, user-centered digital tools, and live events for this not-for-profit whose mission is to empower women and eliminate racism.

- Contribute to cross-channel promotion of programs and events by developing campaigns and content for email, social media, website, and print marketing.
- Research policy positions and write talking points, presentations, letters, articles, and blogs.
- Design flow, create content, and oversee execution of live events and presentations.
- Write press releases and engage the media in event and program coverage.
- Improve usability of website by redesigning information architecture as well as addressing site performance and content issues.
- Design information architecture, develop content, manage developer relationship, and conceive/implement marketing plan for healingSPACE web and phone apps.
- Streamline process and create tools to track, manage, and measure success of cross-channel campaigns, event planning/execution, and fundraising initiatives.
- Improve quality and accessibility of communications assets with logical taxonomy, naming conventions with searchable metadata, and cloud-based storage.
- Conceive improvements to member and donor systems, data, and experiences.

May '01-
Present

Freelance UX Designer & Writer

Representative work:

UXL Inc.

Provide digital strategy, UX design, and editorial services to clients, including a learning/training product vision and roadmap; creation of a comprehensive library of UX guidelines; heuristic evaluation and usability testing of client- and advisor-facing sites; design of client and admin UX for a data-rich trading tool; schematic and illustrated scenarios and experience maps to envision future client experiences; audit and best practices recommendations for application training materials; and development of training and communication materials for various audiences.

Morgan Stanley

Provided ongoing editorial and UX design services to the Internet Strategy & UX group, including phased evolution of a client-facing account management site and extensive supporting digital/print communication; development of how-to tours and FAQs for a mobile application for financial advisors; and creation of a comprehensive library of UX guidelines and patterns.

Elsevier Business Intelligence

Provided ongoing UX design services to the eStrategy & Development group, including redesigning the UX for a major relaunch of **elsevierbi.com**, the company's public-facing and subscriber content delivery site. Also designed the UX for an essential tool used daily by staff writers to author and publish new content; public-facing company profiles and article abstracts to increase conversions from visitor to prospect/customer; and other content templates to improve usability and subscriber experience.

Educational Testing Service

Provided ongoing UX design and content development services to Higher Education Division product development initiatives, including: **ReadyEdge** (a web-based college success tool); a new e-commerce and test delivery platform; **Criterion Teaching Guide** (an online writing product); and workshops for college admins and faculty on the effective use of assessment data.

American Academy of Pediatrics

Developed a concept treatment and guided tour to depict key content and features of a future consumer health information website (**healthychildren.org**). Concept treatment was used to secure project approval, and guided tour was essential in conversations with prospective sponsors.

Columbia University Mailman School of Public Health

Developed interactive patient cases for **Prevention in Practice**, a CME-accredited research project funded by the American Cancer Society to change behavior of primary care physicians. Also developed content for second program in the series on prostate cancer screening and informed decision-making.

Sep '98-
Apr '01

Project Manager/Writer • Viant Corporation, New York, NY

Managed major e-commerce and marketing initiatives with a UX focus for this leading Internet consulting firm that specialized in building digital businesses.

- Led multi-disciplinary teams from digital strategy through design, production, and launch.
- Designed and facilitated client workshops to define audience needs, vision, and features.
- Structured focus group concept tests and usability studies.
- Developed creative briefs, designed information, and wrote editorial guidelines.
- Formalized creative, UX, and e-commerce standards.
- Wrote and edited copy/content.

Representative work:

Sears, Roebuck, **sears.com>Tools** • Sears, Roebuck, **craftsman.com** •
Sears, Roebuck, **sears.com>Appliances** • Sears, Roebuck, **sears.com>Electronics**

Jan '88-
Oct '97

Editorial Director • Ehrlich Multimedia/Times Mirror Multimedia, Park Ridge, NJ

Creative manager who was instrumental in building a pioneering interactive multimedia software company from a start-up to a full-service development shop, creating award-winning educational products for a broad range of audiences.

- Ran editorial and design departments, building and managing teams of producers, writers, designers, illustrators, animators, and developers.
- Oversaw account and project management for major pharmaceutical and publishing clients.
- Established editorial vision for all products in collaboration with consulting editorial boards of leading content experts and educators.
- Researched, scripted, structured, and produced select products.
- Conducted formative evaluations of products in development.
- Represented company to industry through presentations at key conferences.

Representative work:

Novartis Pharmaceuticals, **Novartis Scientific Education Series** • Worth Publishers, **PsychQuest: Interactive Exercises for Psychology** • Times Mirror Multimedia, **Food and Wine's Wine Tasting** • McGraw-Hill, **Multimedia Business Week 1000**

EDUCATION

B.A. English with High Honors, Phi Beta Kappa, Stanton Anthony Scholar with High Honors
Douglass College/Rutgers University, New Brunswick, NJ

VOLUNTEER EXPERIENCE

- Apr '16-Present** **Coordinator • Nutley Farmers Market Walk & Talk Series**
Funded by a grant from the Partners for Health Foundation to the Nutley Department of Health
facebook.com/nutleyfarmersmarket1 | twitter.com/nutleyfm | instagram.com/nutleyfarmersmarket
 Worked with municipal officials to design and implement this weekly walk & learn group to engage Nutley, NJ residents in a healthy activity and give them access to interesting experts from a variety of disciplines while helping them make the Nutley Farmers Market part of their regular routine to shop for fresh, local foods. Responsible for: establishing and maintaining social media presence; creating program promotion and communication materials; engaging leaders.
- Mar '15-Present** **Coordinator • Nutley Pace Car & Pedestrian Education Program**
Funded by a grant from the Partners for Health Foundation to the Nutley Department of Health
nutleynj.org/pace-car-challenge | facebook.com/NutleyPaceCar | twitter.com/NutleyPaceCar
 Designed and worked with municipal/district officials to implement this town-wide initiative to make Nutley, NJ streets safer and more walkable. Responsible for: writing grant; establishing and maintaining social media presence; creating program promotion and communication materials; coordinating tabling events; facilitating relationships with schools and business community. Participants commit to driving the speed limit, stopping for pedestrians, sharing the road, and eliminating distracted driving, and are designated by the Nutley Pace Car magnet on their cars.
- Jan '14-Present** **Coordinator • Yantacaw Walks* / Walker Walks**
Funded by a grant from the Partners for Health Foundation to the Nutley Department of Health
facebook.com/YantacawWalks | twitter.com/WalkerWalks1
 Designed and worked with municipal/district officials and a team of volunteers to implement engaging school-based programs to promote walking to school in Nutley, NJ. Responsible for: writing grant; establishing and maintaining social media presence; creating program promotion and communication materials as well as grantee blogs (shapingnj.wordpress.com/category/nutley/); coordinating core program and special events. Measurable impact: in Apr 2014, 55% of Yantacaw students pledged to walk to school, and by Sep 2015, the number rose to 63% (from a baseline of 23%). *Yantacaw Walks transitioned to Yantacaw PTO as of 2015-2016 school year.
- Sep '08-Present** **Committee Member • Greenutley**
 Contributed to various initiatives under the direction of our Commissioner of Public Works including a newspaper column to educate and engage the 28,000+ residents of Nutley, NJ in simple, effective ways to make our community and our planet more sustainable. In 2010, as a result of these efforts, Nutley achieved Sustainable Jersey certification.
- Jun '12-Sep '13** **Information Architect • Taproot Foundation**
 Refined content strategy and developed information architecture for Women's Prison Association website redesign project (www.wpaonline.org).
- Oct '10-Oct '12** **Contributor • Nutley Fit Kids: Healthy School Lunch Recipe Contest**
 Designed and worked with municipal/district officials on a contest to challenge Nutley, NJ students grades K-12 to create their own nutritious, delicious recipes for a school lunch. This Nutley Fit Kids initiative—under the direction of our Mayor's Office in partnership with the Nutley Board of Ed—gave kids an opportunity to express their creativity while learning hands-on about the principles of healthy eating consistent with Healthy, Hunger-Free Kids Act of 2010.
- Sep '08-Jun '15** **Green Committee Chairperson • Yantacaw PTO**
 Facilitated the addition of a Green Committee to bylaws with representation as voting members of the executive board. Helped our elementary school community reduce waste, reuse, and recycle; make socially responsible, environmentally friendly choices; and engage in activities to promote the health of our environment and ourselves. Some initiatives included: school recycling, green after-school class, green/Fair Trade fundraisers, family swap, green game-show event.