

# Leah Howse

[leah.howse@gmail.com](mailto:leah.howse@gmail.com) ◦ (732) 580 8501 ◦ Philadelphia, PA

I have an eye for aesthetics, a knack for organization, and a philosophy that smart design can solve problems. For more than 10 years I've transformed high-level ideas into intuitive websites and web apps that help businesses grow by creating powerful, meaningful solutions for their customers and employees.

## Professional Experience

### → Brio (2012 - present)

#### Director of Web & UX Design (2016 - present)

- Collaborate with clients to discover, design, and develop custom websites and web apps that streamline processes, drive growth, and connect with their audiences.
- Design user experiences, including conducting content audits, focus groups, user interviews, and other research; developing use cases, audience analysis, and personas; laying out wireframes, sitemaps, and process flows; and providing creative direction on content and design.
- Manage all website projects from discovery to deployment, leading the development team, laying out and building web pages, ensuring the quality of final work, and training end-users.
- Lead Brio's UI/UX and Web Design line of business, and seek new opportunities to grow the department.
- Supervise 2 digital project managers, providing day-to-day oversight, mentorship, and assistance; conducting performance reviews; and encouraging professional development.
- Manage accounts payable and receivable, invoice clients, and provide weekly KPI reporting to company leadership.
- Continue to lead operations for the company, overseeing the office day-to-day and implementing process improvements to increase overall efficiency.

#### Director of Operations (2014 - 2016)

- Created and implemented a culture-first hiring process, helping the company grow from 6 to 16 full-time employees in 2 years.
- Implemented Harvest to increase accuracy in time tracked and billed towards projects, simplify the invoicing process, and have greater insight into the burndown of project budgets by person and task.
- Owned our internal task management system, Axosoft, and implemented workflows and reports to manage and track specific tasks related to each project.
- Implemented Forecast to allocate employee time based on booked work, allowing the company to understand and sell to the availability of the team.
- Created templates for master service agreements, work orders, proposals, memos, and more using Google Docs + HelloSign to ensure consistency and make the sales process quicker.
- Built project estimation sheets using data from prior projects to efficiently quote new projects and relate the quote to budget reporting during active projects.

## Focus Areas

### Expertise

UI/UX Design  
Project Management  
Web Development  
Operations  
Writing

### Technology

Adobe Photoshop  
Adobe Illustrator  
Balsamiq  
LucidChart  
Axosoft  
Basecamp  
Slack  
Harvest  
Forecast  
Salesforce  
Quickbooks  
GoogleApps for Business  
Microsoft Suite

### CMSs and Languages

DNN Community  
DNN Evoq Content  
Wordpress  
HTML  
CSS

## Education

### Emerson College

Bachelor of Arts in Writing,  
Literature, and Publishing  
*Minor in Photography*

# Leah Howse

[leah.howse@gmail.com](mailto:leah.howse@gmail.com) ◦ (732) 580 8501 ◦ Philadelphia, PA

## Project Manager (2012 - 2014)

- Saw more than 25 enterprise-level, custom software and web development projects through from discovery to delivery.
- Worked with internal and external stakeholders to define project specifications, create wireframes and mockups, task out development work, test the final product before delivery, and train end-users on how to use their new system.
- Designed and developed 10 websites using the DNN content management system.

## → Ark Ideas (2011 - 2012)

### Project Manager

- Managed the development of web and mobile applications by developing goals and objectives, monitoring timelines, ensuring quality, and maintaining communication with all involved team members. Provided support for apps after go-live.
- Developed content for websites, blogs, and marketing collateral.

## → Focus Pointe Global (2010 - 2011)

### Manager of Marketing Services

- Increased average monthly database registrations by more than 40% in less than one year using Google, Facebook, and LinkedIn. Incorporated grassroots, niche, and classified channels for an additional boost in sign ups.
- Updated the company's website by reevaluating branding, content, and usability, and migrated it to a content management system that integrated with a database of more than 2 million records.

## → Empowerment Group (2007 - 2010)

### Business Marketing & Design Specialist (2008 - 2010)

- Created a plan to revamp the company's website and move it to a content management system that was easy to use. After writing an RFP and securing a vendor, I worked to create new content and artwork and managed the website development process.
- Used email marketing, social media, and blogging to grow subscriptions by more than 25% and attract more than 800 web registrations; more than 1,400 Twitter followers; and more than 200 Facebook fans in 1 year.

## AmeriCorps\*VISTA Development Coordinator (2007 - 2008)

- Secured more than \$180,000 in funding by writing concise, directed, and results-oriented grant proposals.
- Wrote and designed the content for conversational, informative, and eye-catching marketing material.

## Projects

### Society for Industrial and Applied Mathematics

[www.siam.org](http://www.siam.org)

UI/UX Design, Web Development, and Project Management

### Bauman Rare Books

[www.baumanrarebooks.com](http://www.baumanrarebooks.com)

UX Design and Project Management

### Hornercom

[www.hornercom.com](http://www.hornercom.com)

UX Design, Web Development, and Project Management

## Professional Development

### First Person Arts (2017 - present)

Board Member

### Ignite! Empowering Women to Take Action Through Technology (2017)

Panelist

### Arts & Business Council of Greater Philadelphia (2017)

Business on Board

### Bureau of Digital (2015)

Operations Camp