

# CARISSA SHILLINGFORD

UX RESEARCH | MULTIMEDIA PRODUCTION | WEB MANAGEMENT

## WORK EXPERIENCE

### NUTRISYSTEM | ECOMMERCE & UX RESEARCH

WEB PRODUCER, 10/2017 - CURRENT, PHILADELPHIA, PA

Working content management systems; maintaining web catalogue; building A/B tests; uploading web content; applying social science to study user behaviour; observing and collecting data on users going through site sales flow; editing HTML and CSS; identifying and fixing web bugs; usability testing; wireframing; conducting live user interviews

### FUND FOR THE PUBLIC INTEREST | CAMPAIGNS & EDUCATION

CANVASS DIRECTOR, 03/2017 - 07/2017, PHILADELPHIA, PA

Recruitment and hiring; office management; canvassing; public education; team building

### NOWCASTSA | MULTIMEDIA & NEWS

FREELANCE WRITER/VIDEO PRODUCER, 06/2016 - 02/2017, SAN ANTONIO, TX

News writing; copy editing; video editing; audio editing; interviewing; investigation; production

### MAINE DEMOCRATIC PARTY | CAMPAIGNS & POLITICAL ENGAGEMENT

FIELD ORGANIZER, 08/2016 - 12/2016, WATERVILLE, ME

Field directing; volunteer recruitment; campaign strategy; community outreach; canvass management

### CBS TELEVISIONS, KENS-TV | TELEVISION MEDIA

INTERN FOR PRODUCTION, 04/2015 - 01/2016, SAN ANTONIO, TX

Production of live news stories; acquiring and managing guests for live show; video editing; audio and lighting setup; web management; copy writing; set management; prompter; social media management

### AVISTA PRODUCTS | MULTIMEDIA

WRITER & RESEARCHER, 02/2015 - 08/2015, SAN ANTONIO, TX

Research; copywriting; news writing; audio editing; shooting weekly news broadcast; voice-over work; social media; community outreach

### WEST CAPE NEWS | INVESTIGATIVE NEWS

STAFF WRITER, 09/2013 - 12/2013, CAPE TOWN, SOUTH AFRICA

Research; news writing; investigation; interviewing; copy editing

## SKILLS

### RESEARCH/DESIGN

a/b testing  
layout design  
live interviews  
moderated usability testing  
script/interview writing  
wireframing

### MULTIMEDIA

audio editing  
copy editing & copywriting  
interviewing  
investigative research  
still photography  
video editing  
voice-over & reporting

### WEB

content management  
google analytics  
html & css

### ORGANIZATION

adaptable & well traveled  
complex scheduling  
efficient & focused  
event planning  
volunteer management

### TOOLS

adobe audition  
adobe indesign  
adobe photoshop  
adobe premiere  
adobe xd  
confluence  
jira  
microsoft office  
oracle  
sharepoint  
sitespect  
wix  
wordpress

### LANGUAGE

intermediate french

## EDUCATION

### UNIVERSITY OF WATERLOO

POLITICAL SCIENCE  
2009-2013  
SOCIAL DEVELOPMENT STUDIES  
2018-2021