Kristian **Worthy**

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Experienced QA Analyst | Client-Focused Web Designer | Dynamic Team Leader | Innovative Problem-Solver

Career Profile

Results-driven and accomplished professional highly regarded for driving client satisfaction by ensuring the quality and functionality of custom websites and technology solutions. Sought for superb analytical skills, with the ability to solve challenging problems using a combination of industry standard and cutting-edge technologies as well as deliver clean, well-structured code. Skilled at driving continuous UI, UX, and process optimization. Strong team leadership, mentorship, and training skills. Experience coordinating and leading QA testing efforts within diverse environments, proactively identifying and addressing issues and risks, and deploying corrective actions.

Core Competencies

- Quality Assurance (QA) Testing
- Technical Troubleshooting
- Project Management
- UX/UI Optimization

- Performance Assessment
- Full-Stack Development
- Training & Mentorship
- Client Engagement

- Team Leadership
- Risk Mitigation
- Debugging
- Coding

Professional Experience

TOWNSQUARE INTERACTIVE, CHARLOTTE, NC, APR 2022 TO PRESENT
TEAM LEAD – WEB DESIGN, JUNE 2023 TO PRESENT
- Promote operational excellence and a cohesive team environment by mentoring, training, and directing a high-performing team of 10 designers, including coordinating professional development opportunities and evaluating performance to identify strengths and opportunities for additional coaching.
- Align objectives and bridge communications between design and customer service teams to drive collaborative project management and value delivery based on client requirements, directly contributing to client satisfaction.
  - Supported a successful transition to a new ticketing system by bridging communications between client-facing agents and designers to complete client requests in the same day, compared to a two-day turnaround for edit completion, directly mitigating negative impacts to the client experience during transition.
  - Developed comprehensive training materials for the new content management system to assist designers and customer edits agents in learning and utilizing the new system; provided additional assistance to team members as needed during the training period.
- Play a key role in the end-to-end project management lifecycle by engaging with leadership to define project scope, schedules, deliverables, and strategies, demonstrating a keen ability to balance quality and efficiency while strategizing resource allocation.
- Standardize project outcomes and processes by defining, implementing, and facilitating the adoption of innovative and optimized design best practices and standards based on industry standards; review tickets and initiate or recommend actions to designers based on client needs, recommend alternative solutions to client-facing agents, and educate client edits team on the importance of providing clearly written client requests to designers to ensure comprehension and intended outcomes.
- Verify alignment between website designs and QA standards by coordinating and managing testing processes, including developing test plans, automating testing processes, and maintaining detailed testing documentation.
- Drive continuous improvement across the user interface (UI) and user experience (UX) through issue resolution.
- Navigate complex challenges, obstacles, and issues with an innovative and solution-focused mindset.
- Employ knowledge of project management methodologies, including Agile/Scrum and Waterfall.

WEB DESIGNER, APR 2022 TO JUNE 2023

- Earned recognition for consistently achieving and surpassing performance expectations, including routinely exceeding workload targets by 150% while delivering high-quality website and software support designs to clients; utilized Luna CMS, HTML/CSS, JavaScript, Adobe Photoshop, and jQuery.
- Leveraged a deep understanding of client needs in order to provide valuable, on-the-mark solutions as well as proactively engaged with customer success managers to monitor project progress and advocate for customer needs, culminating in reduced client cancellations and improved satisfaction.
- Prioritized the delivery of exceptional customer service while managing a portfolio of 30+ websites for small/medium businesses, successfully ensuring quality while performing daily editing, troubleshooting, and management.
- Demonstrated a strong ability to execute user-focused design decisions in complex and ambiguous environments.
- Earned recognition for producing well-structured and high-quality code using JavaScript, HTML, and CSS.
- Learned and utilized new skills in a timely and effective manner to support current and future business needs.
- Conducted code reviews with junior staff to verify quality compliance and provide constructive feedback.

QUALITY ASSURANCE ANALYST, JAN 2021 TO APR 2022
- Maintained meticulous attention to detail while ensuring the regulatory compliance of 2,200+ client websites prior to launch, contributing to risk mitigation and decreased churn by ensuring adherence to 130+ check standards.
- Addressed issues on 1,000+ websites by devising and deploying corrective actions in collaboration with design team.
- Prepared and maintained detailed inspection documentation for recordkeeping and compliance purposes.

ARMORBLUE CONSULTING, CHARLOTTE, NC, JULY 2019 TO SEPT 2020
DIGITAL MARKETING ANALYST
- Adapted to quickly changing priorities to ensure the successful completion of a collaborative, large-scale content tagging initiative in close collaboration with web engineers and marketing partners.
- Contributed to upholding the compliance of QuickBooks websites by assisting with website legal language audits.
- Charted the successful creation and implementation of a requirements checklists to support the success of future promotions and campaign launches and define requirements clearly for web producers and marketing partners.

Education and Credentials

BACHELOR OF ARTS (B.A.) IN COMMUNICATION STUDIES – MINOR IN GRAPHIC DESIGN, 2019; *University of North Carolina, Wilmington, NC*

CERTIFICATIONS: *Coding: Full Stack Web Development, UNC Charlotte, 2020*

Additional Information

Technical Proficiencies: HTML/CSS, JavaScript, UI/UX, Adobe Photoshop, jQuery

Interests: Running, pottery, traveling