ALEXANDRA O'CONNELL

CONTACT

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AWARDS

2023 Davey
2023 AAF Midlands
2024 WebAwards
2024 dotCOMM

PROFILE

Results-driven Web Development Lead with over 10 years of experience in managing web projects from inception to completion. Proven success in leading cross-functional teams, overseeing complex web development initiatives, and driving client satisfaction through strategic project planning and execution.

EXPERIENCE

OCONNELL DIGITALFOCUS L.L.C. — 2012 -PRESENT

Managed end-to-end web development projects for over 50 small businesses and nonprofits, overseeing all phases from initial client consultation through final delivery. Delivered projects on schedule while meeting clients' technical and budgetary requirements.

Coordinated with a network of designers to expand project scope and capabilities, ensuring high-quality deliverables for larger-scale projects. Fostered partnerships that enhanced project outcomes and streamlined processes.

Designed and launched custom websites on platforms like Squarespace and WordPress, adapting features to client needs and ensuring ADA compliance where applicable. Created scalable solutions that enabled clients to manage content independently.

Led client onboarding and regular project check-ins, translating technical requirements into clear deliverables and managing expectations effectively to maintain long-term client relationships.

Implemented a streamlined project workflow that reduced development time by 40% and improved client satisfaction. Developed reusable code libraries to standardize features, speeding up deployment for future projects.

Front-End Web Developer, AgFirst Farm Credit Bank — 2022 - PRESENT

Led the web development department, managing end-to-end project planning and execution for a $45 billion financial institution, ensuring on-time delivery and adherence to budget.

Directed cross-functional teams in successfully merging three large-scale banking websites and redesigning four websites, improving usability and meeting aggressive project timelines.

Oversaw the design, testing, and development of digital products and marketing campaigns, coordinating with stakeholders to align project goals with business objectives and optimize client satisfaction.
Speaker and co-presenter on SEO, user accessibility & ADA best practices for websites and digital products at annual conference, hosted for 150+ attendees.
Designed successful campaign landing pages that led to multi-million dollar revenue stream for clients

Web Graphic Designer, AgFirst Farm Credit Bank — 2021 - 2022
Collaborated with multidisciplinary teams throughout all phases of project development, ensuring seamless hand-offs from concept to engineering and maintaining alignment with visual design goals and project deadlines.
Responsible for executing on all phases of visual design stages from concept to final hand-off to engineering.
Demonstrated creativity by using knowledge of graphic design principles, including composition, components and concept.

Senior Web Designer, TownSquare Interactive — 2018 - 2021
Led the design and deployment of over 1,400 client websites, establishing project standards and best practices to optimize quality and efficiency across the team.
Developed and maintained an online code library for over 40 in-house designers, standardizing processes and enhancing project scalability.
Conducted mass migrations from large clients to small businesses. This can range anywhere from 8 pages to 47 pages. Often done within a week time-frame.
Spearheaded the development of custom CMS solutions to streamline team workflows and address emerging design trends, reducing production time by 40%.
Within 2 years, climbed all 4 tiers inside the company's promotion structure, broke and set new milestones for number of sites built, quality of sites, & communication notes for client facing departments.

EDUCATION
Acquia Drupal 10 Certificate - 2025
Google UX Design Certificate - 2024
Hubspot Inbound Certification - 2022
Graphic Design Upskillist Certificate - 2018
John Caroll University, B.B.A, Marketing & Logistics — 2018
Cuyahoga Community College, A,B,A., Small Business Management - 2015

SKILLS

Agile and Waterfall project management, cross-functional team leadership, stakeholder communication, timeline management, scope and budget tracking, process optimization, risk management, Scrum, Trello, Asana, Jira, client relationship management, UX research, UI design, UI development, Figma, A/B testing, user research, UI component development and design, high fidelity mockups, low fidelity mockups, rapid wireframing, GA4 reporting, website development, front-end development, Photoshop, Adobe XD, Hubspot Forms and websites, project management, visual design, application flows, project lead, project coordination, Sketch, CSS, SCSS, JS, content creation, Wordpress development, Drupal development, SquareSpace development, Client Management, Scope Definition, Timeline Management, Budgeting, Cross-functional Coordination, Agile Development, Stakeholder Communication

AWARDS

Davey Awards - General-Banking & Accounting, Silver 2023
aaf.midlands - Silver ADDY Award 2024
WebAwards 2024 - Bank Standard of Excellence 2023
dotCOMM Awards - Website | 18. Finance 2024