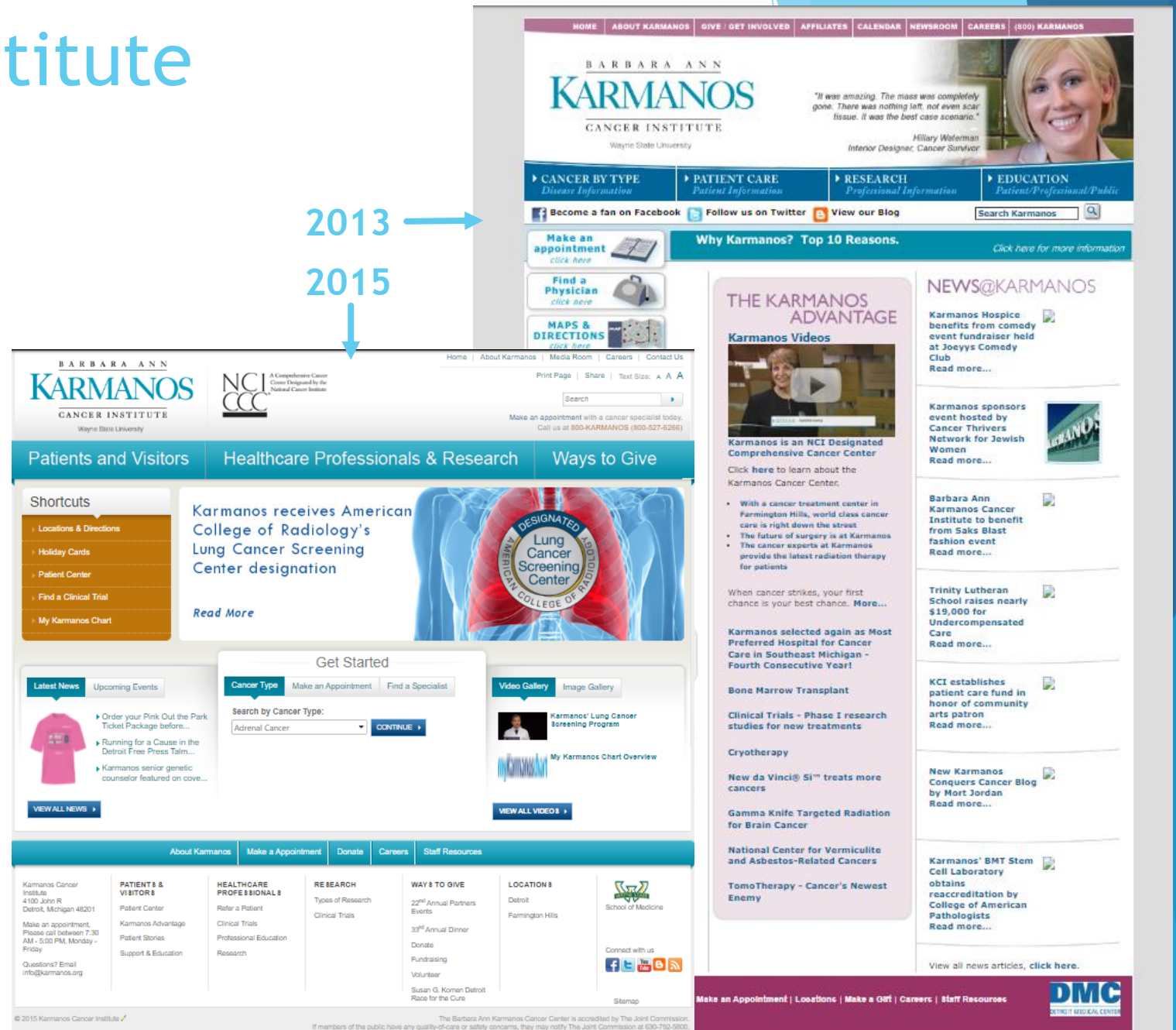


The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a clean, light gray, providing a high-contrast backdrop for the text.

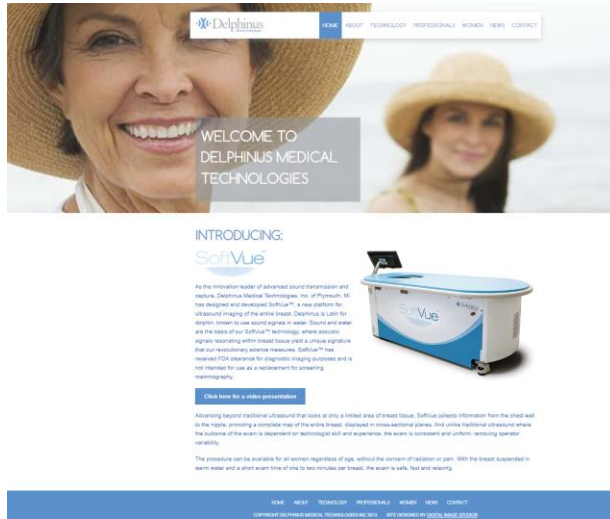
Website Redesign Project Management

Karmanos Cancer Institute

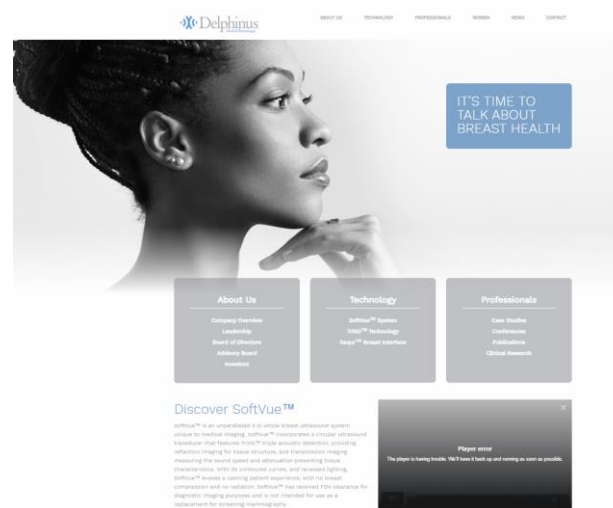
- ▶ Oversaw redesign of organization's website in partnership with third-party web developer & design team
 - ▶ Coordinated Website Redesign Committee composed of key opinion leaders of the Institute to provide direction on design and content updates
 - ▶ Developed all new copy for the redesign and provided guidance on navigation structure and layout
 - ▶ Spearheaded new Online Appointment Request, Cancer Information Search and Donation Platform to provide users with easier access to these resources.
- Increased Web traffic by 42% in one year
 - Decreased bounce rate by 128% within one year
 - Increased user engagement by 50% in one year
 - Developed and maintained the organization's pay per click advertising campaign, with a 45% conversion rate per quarter on average



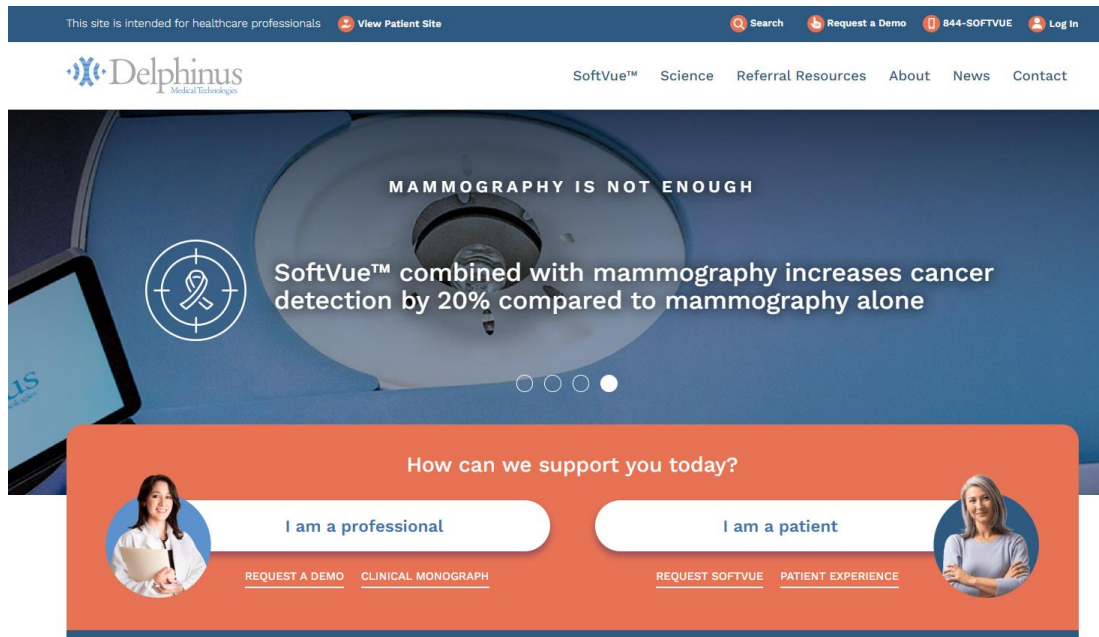
2016



2017



2023



Delphinus Medical Technologies

- ▶ Oversaw redesign of organization's website twice in partnership with third-party web developer & design team
- ▶ Developed all new copy for the redesign and provided guidance on navigation structure and layout
- ▶ The 2023 redesign coincided with commercialization of the newly FDA approved breast imaging device, SoftVue™
- ▶ Significant improvement in user activity and engagement on website. Within one year:
 - ▶ New Users increased 65%
 - ▶ Return Visitors increased 75%
 - ▶ User Engagement increased 91%
 - ▶ Page Views per user increased 126%