



KRIS ANDRAE

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Career Summary

Website and UX professional with 10+ years of experience designing, developing, and managing websites, intranets, and digital platforms. Skilled in WordPress, HTML, CSS, JavaScript, SEO, analytics, ADA compliance, and content management systems. Proven success leading web projects, improving user experience, implementing digital solutions, and collaborating across teams to support business goals and increase engagement.

Professional Tools

Website Platforms & Content Management Systems

- WordPress, Elementor, Gutenberg, HubSpot CRM, cPanel

Web Development

- HTML, CSS, JavaScript, React, Responsive Web Design

Analytics & Optimization

- Google Analytics, SEO, A/B Testing, User Experience Analysis

Design & Creative Tools

- Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Figma, Sketch

Business & Collaboration Tools

- Microsoft Office Suite, Slack, Project Management, Digital Communications

Professional Skills

Qualified Specialization - Website Management, Content Management Systems (CMS), Project Management, Digital Communications, Data Analysis, A/B Testing, Website Analytics, SEO, Responsive Web Design, ADA Compliance, User Experience (UX), Creative Design.

Core Competencies – User-Centered Design, Data Analysis, Problem Solving, Website Administration, Project Management, Stakeholder Collaboration, Process Improvement, Digital Communications, Attention to Detail.

Work Experience

MFA Oil

2024 - Present

Ux UI Website Design Specialist

- Design, develop, and maintain company websites, intranet platforms, and digital tools to improve user experience and support business objectives.
- Led the launch and adoption of MFA Oil's mobile intranet app, increasing accessibility and engagement for more than 1,600 employees.
- Managed and optimized the company intranet, improving navigation, content organization, and employee access to key resources.
- Developed and launched an internal marketing store that streamlined access to marketing materials and promotional assets across company locations.
- Implemented and managed HubSpot CRM to support marketing initiatives, customer communications, and reporting.
- Assisted with the launch and promotion of MFA Oil's customer portal, helping improve customer communication, engagement, and adoption.
- Collaborated with Marketing, IT, HR, and Operations teams to deliver website enhancements, digital communication tools, and user-focused solutions.
- Utilized project management, analytics, and responsive web design best practices to deliver digital solutions that improve engagement and business outcomes.

Growth Rank Media

2013 - Present

Lead UX UI Design

- Developed and executed UX/UI design strategies, improving user experience, engagement, and client satisfaction.
- Designed, developed, and maintained responsive WordPress websites, custom themes, and digital marketing platforms.
- Created branding, logos, graphics, marketing materials, and digital assets for web, print, and social media campaigns.
- Developed websites and applications using HTML, CSS, JavaScript, React, and responsive design best practices.
- Collaborated with clients, marketing teams, developers, and stakeholders to align digital solutions with business objectives.
- Implemented SEO, analytics, and conversion optimization strategies to improve website performance and lead generation.
- Managed multiple web development, branding, and digital marketing projects from planning through implementation.
- Delivered innovative design and development solutions that consistently exceeded client expectations and supported business growth.

Education - Lincoln University - Bachelor of Science in Marketing

Certification - Google UX/UI Design -Foundations of User Experience (UX) Design

Life Achievements - Eagle Scout Rank, Scouts of America -First Degree Black Belt, ATA