

Tim Ruof

UX + SEO Practitioner

WORK

SEO & Web Strategist

Range Marketing | Aug 2014 - Present (2 Years)

Manages high-level SEO + PPC, leads web strategy, content marketing, CRO, and UX efforts.

Search Marketing & UX Specialist

Canisius College | Dec 2013 - Aug 2014 (8 Months)

In-house UX + SEO. Headed the SEO strategy, on-page optimization, and analytics. Fixed web usability issues.

Senior SEO Strategist

LocalEdge | Dec 2013 (1 Month)

Team leader for training, consulting, research, and helped shape the department's SEO strategy.

SEO Strategist

LocalEdge | Sept 2012 - Nov 2013 (1 Year 4 Months)

Provided marketing, SEO, content strategy, design, and UX consulting for 40+ businesses nationwide.

Assistant Project Manager

InnoMark Communications | APR 2012 - SEPT 2013 (4 Months)

Managed complex print jobs as the primary liaison between internal sales, production, and the client.

Full work history available at www.linkedin.com/in/timruof »

SCHOOL

MS User Experience Design

Kent State University | Aug 2014 - Aug 2016

School of Library & Information Science
3.97 GPA

BS New Media Publishing

Rochester Institute of Technology | Sept 2008 - Mar 2012

Digital Imaging & PreMedia Concentration
3.70 GPA, High Honors

UX DESIGN

User Research

Conducts surveys, content audits, user interviews, stakeholder interviews, heuristic reviews, and ethnography to gather actionable data.

Usability

Conducts moderated and unmoderated usability tests, task analyses, analytics reviews, A/B testing, and Q/A to assess design usability.

Information Architecture

Creates sitemaps, blueprints, wireframes, and taxonomies. Tests IA with card sorting, click testing, tree testing, and usability testing.

Interaction Design

Creates user journey maps, sketches, wireframes, mockups, interaction, and prototypes, with Proto.io, InVision, Sketch, and more.

Analytics

Uses Google Analytics, Google Search Console, Google Adwords, Loop11, HotJar, and other tools to gather quantitative insights.

CONNECT

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