


RUBY SOFFNER

+44 (0) 7920 511 364 

rsoffner@yahoo.com 

<https://rubyusonsoffner.wordpress.com/> 

<https://www.linkedin.com/in/rubyusonsoffner> 



EXPERIENCE

WEB OPTIMISATION ANALYST

SCHUH LTD | OCT 2013 – FEB 2018

- Managing digital projects, from gathering functional requirements to liaising with stakeholders and documenting functional specifications
- Monitoring daily website performance and analysis of ecommerce data relating to customer behaviour and site performance including site speed, page loading times and page errors
- Conversion Rate Optimisation (CRO) through a variety of processes and activities
- Research into page optimisation, latest trends, developments and best practices. This includes UX research, web trends, latest technology, UI design principles, market research and customer trends
- Data driven conversion funnel analysis, call to action design and site structure/navigation analysis, using a.o. Google Analytics data and heat maps
- Creating and managing website tests, from writing test hypotheses through to running and monitoring A/B and Split tests, statistical test result analysis and reporting
- Creating automated periodic comparison reports related to various website performance KPIs such as website conversion, checkout success, exit and abandonment rates, site speed
- Visualising data in meaningful reports for stakeholders
- Organising project meetings with key stakeholders and representing the eCommerce department
- Educational presentations to the wider business







PROFILE

Passionate creative designer with a keen eye for aesthetics and flair, while always keeping in mind the user needs

A strong personal drive for achievement and eager to keep up to date with new developments and learning new skills

I hold a Masters Degree in Motion Graphics, after graduating at Edinburgh Napier University October 2021

SKILLS

| | |
|------------------------------------|---|
| Motion Graphics |  |
| Rigging/Animation |  |
| Sound Production |  |
| Design Research |  |
| Typography |  |
| Illustration/Character Development |  |

WEB DESIGNER/DEVELOPER

RSTO | FEB 2012 – JUL 2013

- Design/development of websites for small to medium-sized businesses using Content Management Systems, i.e. Joomla. This includes customised CSS, content building and brand design
- Building ecommerce websites on ePages platform. This includes customised CSS and jQuery, building brand, content and graphics.
- Scheduling and conducting consultations with clients, taking the brief including design, content, visuals and products to deliver a fully functioning online store
- Completing basic SEO
- Project Management, managing and maintaining own work schedule using Jira

DUTCH – ENGLISH TRANSLATOR / INTERPRETER

FREELANCE | MAY 2010 – PRESENT

- Translation and interpretation on freelance project basis.
- Clients include Global Voices, ukst.com, ALPHA Edinburgh, Police Scotland
- Specialisation:
 - Voice-over recording
 - Written Dutch - English
 - English - Dutch translation
 - Spoken voice interpretation.
- Post-editing of machine translation English/Dutch
- Software used including Trados Studio 2014/2017

WORKING KNOWLEDGE

IT SKILLS

HTML + CSS (Sass)

jQuery

Project Management

UX Design

Wireframing & Prototyping

Digital Design & Content Creation

Advanced Spreadsheets

Mac OS

MS Windows

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Duik Bassel

Adobe Premiere Pro

Apple Logic Pro X

Wordpress

Axure, InVision, Adobe XD

MS Word/Pages/Outline

MS Excel/Google Sheets

Trados Studio 2014/2017

OTHER

Digital Photography

Videography

EDUCATION

EDINBURGH NAPIER UNIVERSITY

MA: MOTION GRAPHICS | SEP 2020 – SEP 2021

Dissertation Title: Designing Away Mental Health Stigma: Using Motion Graphics Design As A Tool To Combat Mental Health Stigma In A Post-Pandemic World

- Motion Graphics Design
- Animation
- Design Research
- Audio Recording and Editing
- Video Production

EDINBURGH NAPIER UNIVERSITY

BSC HONOURS: INTERACTIVE MEDIA DESIGN | AUG 2008 – JUL 2010

- Graduated with 2:1 Honours in Interactive Media Design
- Dissertation Title: Purgatory Heights - Development of a CG Animation
- 3D Design and Animation
- Digital Storytelling
- Web Design & Development
- Audio Recording and Editing
- Video Production
- Digital Design

EDINBURGH TELFORD COLLEGE

HND INTERACTIVE MULTIMEDIA CREATION | AUG 2006 – JUL 2008

- Achieved an HND in Interactive Multimedia Creation
- 3D Design and Animation
- Web Design & Development
- Audio Recording and Editing
- Video Production
- Digital Design

FONTYS HOGESCHOLEN SITTARD

ENGLISH | 1995 - 1999

- Degree level Business English and Linguistics

CERTIFICATION

UX - Research and Testing

- Certification Date: Jan 2017
- License: QAUXRT
- Certification authority: QA

UX Fundamentals

- Certification Date: May 2016
- Certification authority: QA Authored

Google Analytics IQ

- Certification Date: Dec 2017
- Certification authority: Google

PRINCE2 Foundation and Practitioner

- Certification Date: Jul 2014 – Jul 2019 License 00069981
- Certification authority: BCS, The Chartered Institute for IT