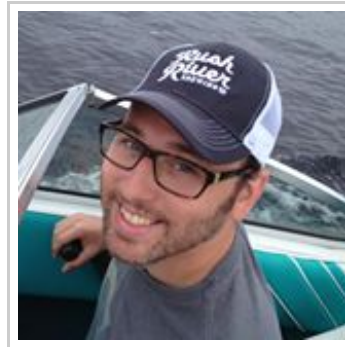# Josh Mirra

User Experience and Basically Anything Digital

Hi. I'm a digital experience expert with a love for anything digital; marketing, UX, UI, testing, optimization, web design and photography.

Email: jsm@joshmirra.com
Website: http://www.joshmirra.com
Current Location: Duluth, MN

Professional Profile

High energy individual with strong technical, digital marketing and design skills. Over 12 years of profession digital experience in retail, fashion and ecommerce environments to back those skills up. Extensive and proven abilities in leadership, team building, Web Design, UI/UX Design, Cross-Channel Marketing, A/B Testing, Web Analytics, CMS, Email Campaigns, SEM, Affiliate and Content Management. If its digital I have done it. Love learning new things, staying on top of my game and meeting any challenge head on.

Technical Skills

Strong passion for technology and a thrive to never stop learning. Expert level knowledge in:

- Adobe Creative Suite
- HTML/JS/CSS/PHP
- Content Management Systems (CMS)
- Web Analytics - Google Analytics and Omniture
- Experience A/B Testing - Adobe Test & Target
- Paid Digital Marketing Channels - Display, Affiliate, Email, SEM

HTML/JS/CSS

PHP & MySQL

Photoshop

- Search Engine Optimization

Illustrator

LOW ——————— MID ——————— HI

InDesign

LOW ——————— MID ——————— HI

Web Analytics

LOW ——————— MID ——————— HI

A/B Testing & Site Optimization

LOW ——————— MID ——————— HI

Work Experience

Director of Digital Experience

maurices

Period: August 2009 - Present day
Past Positions: Web Designer, Content Manager, Digital Experience Manager

Started my journey at maurices as the only web designer with the birth of our ecommerce platform. Have grown within the ecommerce department to my current position as Director of User Experience. During that journey; expanded the web design team from a team of 1 to a team of 4 (even winning our company's award for Team of the Year while managing the team), developed new team for Digital Experience; comprised of Site Merchandise, Front End Dev and UX Design. Played lead roles in launch of our ecommerce platform on GSI, replatform of ecommerce site to an ATG powered site, launch of two mobile platforms, a loyalty app and may other vendor intergrations.

- Lead on Testing & Personalization
- Oversee Site Merchandising
- Manage SEO and Landing Page Strategy
- Oversee User Experience Design & Development
- Deliver a Brand Right & User Centric Digital Experience

Advanstar Communications

Web Designer

Period: June 2004 - August 2009

Education

University of Minnesota Duluth

Bachelor of Fine Arts degree in Web Programming.

Created own degree with emphasis on digital design and web programming before the courses existed.

Pursued art and design with a scientific approach to learning mixed with a creative attitude to programming.