



Bella Dickenson

User Experience Developer

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Leadership and Volunteering

Vice President of Internal Programming

UNL CSE Initialize | Lincoln, NE
AUGUST 2021 - MAY 2023

- Participated in community outreach initiatives integrating computer science and education to empower local students.
- Designed and delivered technology lessons for middle and elementary school students while fostering a dynamic learning environment.
- Volunteered as a dedicated instructor at multiple middle schools teaching HTML, CSS, and JS in after-school programs.

Certificates

Google UX Design Certificate

Google | Coursera
NOVEMBER 2023 - APRIL 2024

- Led the end-to-end design thinking process, empathizing with users, prototyping, and testing innovative solutions.
- Applied UX skills in real-world scenarios, conducting user research and iterative prototyping to deliver user-centered digital experiences following industry best practices.

Skills

Industry Knowledge

Front-End Development, Responsive Web Design, User Experience, Agile Methodology, Graphic Design, Wireframing, Prototyping, Design Systems, Storyboarding, Journey Mapping, Email Communications

Software and Languages

HTML, CSS, Sass, Tailwind, JavaScript, jQuery, React, Java Server Pages, Node Package Manager, GitHub, Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Office, Google Analytics, Service Now, Confluence, Jira, WordPress

Experience

Informatica From Salesforce | End User Experience Analyst

JULY 2024 — PRESENT | AUSTIN, TX / HYBRID

- Lead and manage eight strategic programs focused on improving IT communications, enhancing user experience through branding and interface design, driving technology adoption and training, conducting employee feedback surveys, and maintaining a centralized IT knowledge base.
- Improved IT communications by consolidating over 400 incident and service request email templates into 13 streamlined templates and 6 standardized layouts, achieving a 97% reduction in template volume and enhancing message consistency, efficiency, and simplifying ongoing template maintenance.
- Developed the IT Learning Center site, empowering employees to improve their technical skills and deepen their understanding of daily-used technologies, resulting in increased proficiency and overall organizational productivity.

Oriental Trading Company | User Experience Developer

MAY 2023 — JULY 2024 | OMAHA, NE / HYBRID

- Developed a comprehensive online self-service returns platform from inception, including conceptualization of wireframes, design implementation, and complete front-end development.
- Developed dynamic front-end applications across six branded websites to elevate and optimize the user experience with HTML, CSS, JavaScript, jQuery, Git, and more.
- Integrated SEO and web accessibility for inclusive, search-friendly digital experiences, while tracking analytics to drive iterative improvements.
- Collaborated closely with cross-functional teams within an agile environment to iterate and refine user interface designs, streamlining the development process.

Hudl | Web Development Intern

MAY 2022 — MAY 2023 | LINCOLN, NE / HYBRID

- Developed and deployed new webpages and features for the Hudl website using HTML, CSS, JavaScript, Tailwind, Craft CMS, and more.
- Conducted comprehensive testing to ensure functionality and a seamless user experience to meet quality standards.
- Produced wireframes, mockups, and prototypes using Figma and Adobe Photoshop, contributing to the user interface development process.

Sandhills Global | UI/UX Web Design Intern

MARCH 2021 — APRIL 2022 | LINCOLN, NE

- Developed responsive designs for web and mobile applications using HTML, CSS, JavaScript, and WordPress.
- Used various Adobe Creative Cloud programs such as Photoshop and Illustrator to create and update websites.
- Communicated progress and updates to stakeholders, including team members and management.

Education

University of Nebraska-Lincoln

BACHELOR OF JOURNALISM IN ADVERTISING AND PUBLIC RELATIONS

- **Minor:** Software Development
- **GPA:** 3.97/4.00
- **Awards:** McCaffrey Emerging Media Scholarship, Dean's List (Spring 2020 - May 2023)
- **Activities:** UNL CSE Initialize, Alpha Chi Omega
- **Related Coursework:** Software Development for Mobile Smart Systems, Interactive Media Design, Data Analysis, Internet Systems Programming, Computer Science Senior Design Project, Advertising and Public Relations Campaigns