

Lacey Christiansen



Senior Digital Designer with experience managing large-scale web ecosystems, improving web discoverability, and translating complex information into intuitive user experiences. Skilled in digital experience design, website strategy, SEO optimization, scalable design systems, content management, and cross-functional collaboration. Known for aligning business goals, user needs, and brand standards to create effective digital experiences across multiple audiences and platforms.

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EXPERIENCE

Senior Digital/UX Designer, Carson Group, Omaha, NE

JULY 2022 - PRESENT

Manage and optimize a digital ecosystem of more than 100 WordPress websites and a multi-location web platform, balancing UX, content strategy, SEO, brand consistency, and business objectives.

Improved search visibility across a portfolio of 95 websites, increasing first-page search rankings from 7% to 79% through SEO optimization initiatives, including metadata, page title, and image accessibility enhancements.

Designed and implemented scalable page templates for key content types, including blogs, events, podcasts, speaker profiles, books, and biography pages, improving consistency and efficiency across the web ecosystem.

Launched and customized approximately 50 branded websites using enterprise web templates, adapting layouts, content, and user experiences to meet unique client and brand requirements.

Serve as an internal subject matter expert on website capabilities, user experience, content organization, and digital best practices, providing recommendations to stakeholders across multiple business units.

Review agency-delivered wireframes, visual designs, information architecture recommendations, and website builds to ensure alignment with user needs, business goals, and brand standards.

Led design and information architecture efforts for an enterprise knowledge hub initiative that consolidated content from four internal platforms into a unified experience.

Develop web production standards, documentation, and training resources while mentoring contractors through onboarding, quality reviews, and ongoing development.

Graphic & Web Design Specialist, Cobalt Credit Union, Omaha, NE

JULY 2019 - JULY 2022

Initiated and led discovery efforts for a corporate website redesign, conducting usability testing with 10 participants and collaborating with stakeholders to improve navigation, login experiences, and content findability.

CORE COMPETENCIES

Digital Experience & Web

Digital Experience Design
Website Design
WordPress • Divi • Gutenberg
User Experience (UX)
Information Architecture
Content Strategy
SEO Optimization
Website Governance
Design Systems
Responsive Design
HubSpot
Yoast
SEMrush
CMS Management

Design & Brand

Visual Design
Brand Standards
Design Systems
Environmental Design
Figma • Sketch
Adobe Creative Suite
Photoshop
Illustrator
InDesign

Collaboration & Leadership

Stakeholder Communication
Agency Collaboration
Contractor Mentoring
Cross-Functional Leadership
Documentation Development
Process Improvement

Administered and optimized the Drupal CMS website, improving SEO and supporting digital marketing initiatives across multiple channels. Created a member onboarding guide in response to customer feedback, improving access to key account information and enhancing the new-member experience.

Designed a permanent environmental graphics installation commemorating the organization's 75-year history, translating archival content into an engaging brand experience within corporate headquarters.

Freelance Graphic Designer, Laceyleigh Design, United States

MAY 2016 - PRESENT

Brand identity, website, and marketing design projects for small businesses and nonprofit organizations.

Visual Merchandiser, Army & Air Force Exchange Service (AAFES), Offutt AFB, NE

NOVEMBER 2018 - JUNE 2019

Developed promotional displays, signage, and retail merchandising solutions supporting sales and customer engagement.

Designer, NATEX, Geilenkirchen, Germany

MAY 2016 - MAY 2018

Produced print advertising, catalogs, email campaigns, social media content, and promotional materials for a multi-location retail organization.

EDUCATION

Bachelor of Arts
Graphic Design & Media Arts
Southern New Hampshire
University
Summa Cum Laude

**UX Design Professional
Certification**

Google/Coursera

Professional Development

LinkedIn Learning