
Claudine Harris

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London

Personal Statement

Enthusiastic and driven Digital Specialist with a passion for audience-led, accessible digital content and products. Excellent written and oral communications skills, as well as expertise in website rebuilds and development, creating online content, user testing and developing prototypes and design thinking. A writer and photographer who has worked with charities in the UK, Ukraine, Moldova and most recently, India and Nepal, to create and share powerful stories. Speaks Mandarin, loves working in a team and thrives in a fast paced, dynamic environment.

Key Skills

Digital Transformation Projects
User Experience Design (UED)
Web Development
E-Communications

Storytelling and Photography
User Experience (UX)
Content Management Systems (CMS):
Umbraco, Ruby on Rails, SiteCore

Work Experience

Digital Content and User Experience Manager (August 2017 - May 2022)

Versus Arthritis, UK

- Managing the Versus Arthritis user experience testing and improvements across our website (Umbraco), online community (Higher Logic), app for young people and chatbot.
- Used different user testing methods including analytics, treejack testing, card sorting, heat maps and moderated user testing to make continuous improvements for users across digital products.
- Accessibility audit, testing and improvements to ensure our digital products were inclusive and accessible to all.
- Working closely with the Head of Digital to look at digital health tools, future opportunities to support self-management. This includes an NHSX round-table.

Key Achievements:

- Increasing donations by 20% by continuous improvements to user experience and journey.
- Increase conversion by 33% on our online community for sign ups.
- Continuous improvements for users to find and use our online health information using UX tools such as Hotjar, surveys and Google Analytics.
- Training and guidance for staff and volunteers on accessible design and content.

Communications Consultant (Sept 2016 - present)

Deaf Child Worldwide, Action Village India, World Jewish Relief (India and Nepal)

- Worked with local partners and staff to conduct interviews and collect case studies, photos and videos for UK based charities working in international development.
- Delivered case studies and photos in a tangible format for charities to use across fundraising, marketing and communications.
- I conducted workshops and training on story gathering and photography and provided templates for future communications.

Key Achievements:

- Increased skills and capacity within teams to create sustainable communications solutions.
- Helped curate an exhibition that will be shown across the UK in summer 2017, showcasing the work of a major disability project funded by The Big Lotto.

Freelance Digital Consultant (Dec 2016 - present)

Tee and Frost Digital, Ch4pter Digital Agency

- Writing online content for blogs, social media and websites.
- Gathering stories, conducting interviews, initiating new ideas and putting templates and processes in place helping clients successfully tell their story.

Key Achievements:

- Increased client's Facebook likes by 33% and engagement by 135% in the first three months.
- Engagement on Twitter increased by 27% in the first three months.

Digital Communications Manager (April 2013 - Sept 2016)

World Jewish Relief

- Managed our website rebuild from tender through to launch including strategy, research, focus groups, wire frames, design, testing and launch.
- Confident using both agile and waterfall methods for project management.
- Responsible for the digital communications across the organisation managing our email, website and social media platforms.
- Reworked our online supporter journeys from acquisition to retention through research, content creation, timely communications and triggered emails.
- Focused on story gathering and storytelling creating processes, templates and online libraries.
- Extensive experience in analytics including Google Analytics, social media insights and A/B testing.

Key Achievements:

- Website bounce rate decreased Y-O-Y by 29% and conversion increased by 3% in the first year.
- Increased Facebook engagement by 800%, Twitter by 125% and average emails opens by 25%.
- Average traffic to the site increased by 33%.

Director and marketing manager (May 2013 – June 2014)

London Personally Ltd.

- Managed the build and design of the London Personally website and online marketing.
- Marketing and PR manager of my own start-up business, London Personally, which aims to provide bespoke walking tours around London.

Contributing Writer/Freelance Writer (Feb 2010 – June 2011)

The Independent on Sunday (London), Global Times (Shanghai), Shanghai Daily (Shanghai), Wcities (Shanghai/London), Boutique Hotel Awards (Zanzibar/Shanghai), HOPS Magazine (Shanghai), Shanghaiist (Shanghai)

- Worked under Senior Editors researching information for a variety of top news stories.
- Interviewing people including members of the public and key public figures and politicians.

Education

University of Nottingham (Sep 06 – Jun 09)

History with Chinese Studies BA (Hons): **2.1**

Jews Free School (JFS) (Sep 98 – Jun 05)

A-Levels: History **A** Sociology **A** Biology **A**

AS-Level: Media **A** **GCSEs: 10 A* - B**

Extra-curricular activities

- Two years living and working in Shanghai learning Mandarin and life in China.
- Passionate about travelling. Recent communications work has taken me to India, Nepal, Ukraine and Moldova. +more
- Voluntary charity work for Action Village India and Choir with No Name.
- An interest in deaf culture led to the learning and teaching of British Sign Language (BSL).