

constance alexandra georghiou frankart

Director of UX & Web Strategy (UX Director / UX Lead) | Richmond, VA
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Summary

Senior UX and Web Design leader with **14+ years of experience** delivering strategy-driven, high-performing digital experiences across agency and client environments.

Specializes in **user experience, content strategy, and WordPress-based website design** and development, with a proven ability to lead cross-functional teams, manage complex project pipelines, and guide clients from **discovery through launch** and post-launch optimization. Known for balancing creative vision with usability, technical feasibility, and business goals.

Experience

Red Orange Studio — Richmond, VA

Director of UX & Web Strategy (UX Director / UX Lead) | October 2022 – Present

- Leads UX strategy, information architecture, and design direction for custom WordPress websites, guiding projects from discovery through launch and optimization
- Owns site structure and content organization through sitemaps, IA documentation, content modeling, and wireframes to support usability, accessibility, and SEO
- Oversees the design and build of modern, responsive, ADA-compliant websites using WordPress builders and light HTML/CSS, balancing creative vision with technical feasibility and performance best practices
- Serves as primary liaison between designers, developers, and leadership on complex or custom builds, providing web-ready assets, supporting technical problem-solving, and coordinating reviews and QA
- Leads client presentations, manages feedback and approval cycles, and delivers customized WordPress training to ensure confident site ownership post-launch
- Manages the Web Product Team by overseeing project schedules, refining workflows and processes, and developing internal and client-facing training and thought leadership resources

Red Orange Studio — Richmond, VA

Senior Designer | October 2019 – October 2022

- Managed a Website Maintenance Program supporting 30+ clients, including backups, analytics reporting, and SEO monitoring
- Designed logos, brand identities, and style guides across diverse industries
- Created custom illustrations and graphic elements for websites, apparel, signage, and marketing materials
- Coordinated production of print and digital assets from concept through delivery
- Directed photography projects to align visual assets with client brands and creative direction
- Organized internal file systems and documentation to improve team efficiency and collaboration

Constantly Alexandra Design & Illustration — Richmond & Virginia Beach, VA

Designer & Illustrator | August 2013 – Present

- Conceptualizes, designs, and produces custom watercolor portraits, wedding stationery, event signage, and commissioned artwork

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circle S studio — Richmond, VA

Designer | Design & Account Hybrid | October 2015 – September 2019

- Designed print, digital, and web projects for 20+ clients across varied industries
- Maintained vendor relationships to ensure projects were completed on time and within budget
- Organized digital asset libraries for photography, video, and design files
- Updated content and design assets on WordPress and Django websites
- Managed campaigns and performance reporting using Act-On, Google Analytics, Hotjar, Looker Studio, and Tableau

Pulsar Advertising — Richmond, VA

Account Coordinator | August 2014 – October 2015

- Designed and edited graphics for social media, presentations, events, and promotional campaigns
- Managed client schedules, budgets, reporting, analytics, and marketing activities
- Streamlined internal workflows through improved spreadsheets, timelines, and scheduling systems
- Developed a new business proposal system that improved efficiency and organization

Skills & Expertise

UX & Strategy

- User Experience Design
- Information Architecture
- Content Strategy
- Wireframing & Prototyping
- ADA/WCAG Accessibility & SEO-informed UX

Web & Development

- WordPress (Custom, Uncode, Divi)
- CMS Strategy & Training
- Responsive Design
- Light HTML/CSS

Design

- Visual & Interface Design
- Art Direction
- Branding & Style Guides
- Physical & Digital Illustration

Analytics & Optimization

- Performance Reporting (Google Analytics, Looker Studio, Hotjar, etc.)

Leadership & Collaboration

- Team Leadership
- Project & Schedule Management
- Cross-functional Collaboration

Education

Old Dominion University, 2008 – 2013
Bachelor of Fine Arts (BFA),
Graphic Design & Illustration

Certifications

- Udemy UX & Web Design Master Course
- SheCodes: Intro to Coding
- Google Analytics

Awards & Recognition

- ROS Orange Award — 2020, 2023
- CSS “Kick Ass” Award — 2018

Community Involvement

Connor’s Heroes — Richmond, VA

Artist Leader | 2022 – Present

Works with pediatric cancer patients to create artwork to be auctioned at annual CH Art Ball

Richmond SPCA — Richmond, VA

Running Buddy | 2017 – 2018

Volunteered time running shelter dogs to support enrichment and wellbeing