

Grace Reid

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EDUCATION

Texas Tech University

2024

Bachelor of Arts, Writing, Design, & Technical Communication

Coursework: Technical Writing, Designing Instructional Manuals, UX Research, UX Design

Coastal Alabama Community College

2022

Associate of Applied Science, Commercial Art & Graphic Design

Coursework: Website Development, Electronic Publishing, Layout & Design

PROFESSIONAL EXPERIENCE

United Supermarkets, LLC

December 2024 – Present

Website Specialist

- Built and maintained landing pages and web experiences within multiple CMSs, translating complex product features into clear, user-focused content.
- Managed multiple projects, achieving 100% on-time project completion within tight deadlines.
- Wrote and copyedited content to ensure adherence to grammar, punctuation, and style standards.
- Utilized user feedback and data to tailor content to the audience, enhancing software usability.

United Supermarkets, LLC

July 2024 – January 2025

Digital Experience Coordinator

- Collaborated with cross-departmental teams to communicate business requirements and deliver user-centered content solutions.
- Maintained digital assets within a CMS, improving site usability, accessibility, and user experience.
- Created and updated internal documentation resources, improving cross-functional communication.

Walmart

March 2021 – July 2024

Digital Personal Shopper

- Refined departmental processes to better align with customer needs, improving customer experience.
- Trained and mentored new team members on departmental workflows and communication standards.
- Reviewed customer orders for accuracy, applying strong attention to quality assurance standards.

SKILLS

- Experience utilizing Microsoft Office Suite, Google Workspace, Adobe Creative Cloud, Figma, WordPress, HubSpot, Google Analytics, HTML, CSS, JavaScript, and Monday.com to create content.
- Developing user personas, designing interactive prototypes, building responsive webpages, and conducting usability testing to improve user experience.
- Optimizing website speed, performance, and SEO through meta tags, keywords, and lazy loading.