

STEPHANIE ROKOSZ

DIGITAL CREATOR



(717) 475-3945



SROKOSZ@PA.GOV



LITITZ, PA 17543



WWW.STEPHANIE-ROKOSZ.COM

Re: UX Designer Position

Monday, September 11, 2023

Greetings Bry and Team,

I saw the opening for the UX Designer position within the CODE PA team and could not be more excited! I truly believe making functional and beautiful designs is my purpose in life. When Governor Shapiro announced the creation of CODE PA and I had the privilege to meet you Bry, I realized that I had stumbled upon an extraordinary team of dedicated and innovative minds. Being part of this team presents an unparalleled chance to consistently enhance the digital experiences for Pennsylvanians and fulfill my passion to serve the Commonwealth. With over seven years of professional experience, I am confident that my design and user experience expertise will make a positive contribution to CODE PA's growth and success.

My roles as Deputy Digital Director and now Digital Director at the Pennsylvania Department of Labor & Industry (L&I) have provided me with a thorough understanding of designing content for public communication materials and websites. I have successfully managed, designed, and implemented digital communication assets and work closely with various stakeholder groups.

One of my proudest user experience projects includes a complete website redesign for [L&I's Commonwealth Technical Institute \(CTI\) at the Hiram G. Andrews Center \(HGAC\)](#). Part of the challenge was finding a solution within the Commonwealth's current SharePoint templates to deliver a friendlier and easy to use interface. To help guide the initial wireframe, our team researched similar state institutions and colleges, consulted SMEs, and conducted user surveys. At the end of the project, users reported the following in comparison to the [previous site design](#):

- Over 72% reported information was either "very easy" or "extremely easy" to find.
- Over 60% reported they found the information they were looking for more quickly and that the display of content was more visually appealing.

Another initiative having great success is L&I's internal newsletter. With a redesigned email template, the click-rate to view the newsletter has nearly doubled. Additionally, we've focused on sharing more employee stories and features, fostering stronger engagement with staff. The positive feedback and anticipation from our employees for future editions highlight the success of these enhancements. Check out [July 2023's newsletter distribution](#) and see what the buzz is about!

I'm also committed to staying ahead of design trends and technology. Currently completing a B.S. in Web Design & Development at Champlain College, my favorite course covered UX design, allowing me to choose an enhancement project of my choice. I opted for a [fictional project focused on improving the Unemployment Compensation \(UC\) System](#), drawing on my first-hand knowledge and experience of the system. Please note that the interviews and research conducted were not real claimants or stakeholders but provided a simulation based in the fundamentals of UX design.

If it's not yet been made apparent, I am passionate about designing digital experiences and believe I would be a great fit for CODE PA. Thank you for your consideration and feel free to connect with me at any of the methods provided above.

Kind Regards,

Stephanie Rokosz

STEPHANIE ROKOSZ

DIGITAL CREATOR



(717) 475-3945



SROKOSZ@PA.GOV



LITITZ, PA 17543



WWW.STEPHANIE-ROKOSZ.COM

TOOLS UTILIZED

ADOBE CREATIVE CLOUD
FIGMA
BALSAMIQ
HOTJAR
CANVA
BITEABLE
OFFICE SUITE
G SUITE

TECHNICAL SKILLS

UX DESIGN
WEB & GRAPHIC DESIGN
HTML & CSS
SOCIAL & EMAIL MARKETING
SEO & SEM

SOFT SKILLS

COMMUNICATION
PROJECT MANAGEMENT
TIME MANAGEMENT
DETAIL ORIENTED
ADAPTABILITY
PROBLEM SOLVING
LEADERSHIP

PROFILE

Passionate digital content creator with a proven track record of enhancing digital experiences. With over seven years in the field, I've successfully managed, designed, and implemented digital communication assets and led transformative projects. I am committed to creating innovative solutions that elevate user satisfaction. Check out [some of my recent projects](#) and let's connect!

PROFESSIONAL EXPERIENCE

DIGITAL DIRECTOR

Pennsylvania Department of Labor & Industry
April 2023 - Present

As L&I's Digital Director, I drive forward-thinking digital strategies encompassing web, social media, email marketing, and emerging trends. I lead a team, oversee website management, and ensure best practices in design, user experience, accessibility, and SEO. I project manage digital campaigns, optimize content creation, and leverage data analytics for performance improvements. Collaborating across cross-functional teams, I integrate digital strategies into organizational initiatives, staying updated on industry trends and emerging technologies.

DEPUTY DIGITAL DIRECTOR

Pennsylvania Department of Labor & Industry
June 2020 - April 2023

As L&I's Deputy Digital Director, my role primarily focused on supporting web projects, updates, and aiding communications initiatives. I provided crucial assistance in the execution of digital strategies, focusing on web-related tasks, and collaborated closely with the team. Additionally, I played a key role in ensuring the successful implementation of digital campaigns and supported various communications initiatives to drive agency objectives.

MARKETING MANAGER

Keller Bros. Family of Dealerships
May 2016 - February 2020

As the Marketing Manager for KB dealerships, I successfully implemented and executed strategic marketing plans for various franchises. My responsibilities encompassed maintaining website content, developing in-house and digital marketing materials, and overseeing SEM/SEO content. My dedication to driving brand visibility and customer engagement played a pivotal role in enhancing the dealerships' marketing initiatives and overall success.