

KARA PATERSON

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Rhode Island, USA

CORE COMPETENCIES & SKILLS

DESIGN & LEARNING

- Instructional Design - eLearning, tutorials, visual learning assets, training guides, technical manuals.
- UX/UI Design – Wireframing, prototyping, usability testing, interface documentation.
- Graphic Design – Website development, brand design, creative direction, illustrations, motion graphics.

DIGITAL SYSTEMS & MARKETING

- Social Media Strategy – Content creation, planning/scheduling, video scripting.
- Content Management Systems (CMS) - Site architecture, publishing, workflow automation.
- SEO/SEM & Analytics – Optimization, keyword strategy, campaign tracking.
- Digital Marketing – Email campaigns, branded storytelling, and engagement strategy.

PROJECT MANAGEMENT

- Agile & Scrum - Roadmap, sprint planning, backlog prioritization, stakeholder alignment.
- Workflow Redesign & Platform Integrations – E2E delivery, CI/CD, process mapping, system automation.
- Team Collaboration - leadership, product, engineering, design teams.

TOOLS & TECHNOLOGIES

- Creative & Design: Adobe Creative Suite, Figma, Sketch, Canva, Capcut.
- Documentation & Platforms: SharePoint, Oracle Service Cloud, Adobe Captivate, Genesys.
- Development & Analytics: HTML/CSS, Microsoft 365, Jira, Google Analytics.
- E-Commerce: Shopify, Xero, Webhosting, Wordpress, Wix.

PROFESSIONAL EXPERIENCE

Peek A Blue

DIRECTOR, 2021- PRESENT

- Founded and scaled a profitable homeware and lifestyle e-commerce brand, leading all aspects of business strategy, operations, financial planning, creative direction, UX/UI, and brand growth.
- Built and managed a fully functional website, creating product copy, instructional content, landing pages, and promotional materials optimized for usability, conversion, and SEO.
- Directed all digital marketing and advertising initiatives, designing and implementing multi-channel paid and organic campaigns across Google, Social Media platforms to drive traffic, engagement, and repeat customers.
- Developed and executed targeted email marketing strategies, creating segmented campaigns, automated flows, and personalized promotions to boost retention, loyalty, and lifetime customer value.
- Managed a remote operations team including warehouse and customer service staff, overseeing inventory control, quality assurance, and fulfillment processes
- Developed knowledge and workflow documentation for remote operations, inventory, and fulfillment processes.
- Curated and sourced unique collections through collaboration with artisans, designers, and global suppliers to produce curated collections, enhancing brand narrative and customer experience.
- Served high-profile clients and industry professionals such as interior designers, stylists, movie studios, hotels, luxury resorts, restaurants and artists for commissioned artwork and bespoke décor

PROFESSIONAL EXPERIENCE

Consulting & Freelance

DIGITAL DOCUMENTATION & CONTENT STRATEGY CONSULTANT, 2004 - 2023

- Designed, authored, and produced instructional content—including interactive video tutorials, user documentation, and support guides—for the Maricopa (Arizona) Judicial Branch’s Virtual Justice Platform.
- Developed and implemented an asset tracking register while conducting audits across 300+ courtrooms, improving documentation accuracy, compliance monitoring, and system readiness across the organization.
- Developed a centralized SharePoint project management dashboard integrating task tracking, delivery timelines, and progress monitoring, enabling company-wide project visibility and improved on-time delivery rates.
- Produced knowledge bases, onboarding flows, FAQs, and website content for clients across technology, e-commerce, AV, and professional services.
- Developed wireframes, mockups, prototypes, and style guides, creating cohesive content systems that improve accessibility and usability.
- Executed SEO/SEM strategies and data-driven content optimization, boosting discoverability and user engagement.
- Managed technical support and documentation for South Australian public schools, including software, LAN, email, and administrative systems.
- Produced technical documentation, training guides, and online learning content for staff and educators.
- Managed Adobe LMS content and system administration, supporting adoption and compliance across multiple platforms.

Telstra Corporation

TECHNICAL SOLUTIONS TEAM MANAGER, 2012 - 2017

- Managed a team of solution specialists responsible for platform integrations, live chat redesign, workflow automation, and customer interaction tools.
- Oversaw the rollout of interactive support systems, systems including live chat, voice routing, and 300+ digital workflows, reducing manual effort and improving customer experience.
- Collaborated closely with business stakeholders, engineers, product managers, and business leaders, on the design, testing, and delivery of initiatives across online sales, IT/business workflows, and customer service channels using Agile methodologies.
- Managed cost forecasting, SOWs, and ROI assessments for system enhancements in CTI Voice, Live Chat, and IVR environments.
- Produced technical training materials, operational handover documentation, instructional videos, email communication copy for enterprise-wide system adoption and change management.
- Defined product vision, roadmaps, and priorities, ensuring measurable outcomes and alignment across technical, operational, and user needs.

PROFESSIONAL EXPERIENCE

BigPond Internet

ONLINE SERVICE SOLUTION LEAD, 2005 - 2012

- Managed the Oracle Service Cloud platform supporting 5,000+ users and 300+ customer processes, overseeing configuration, documentation, and process optimization.
- Developed end-to-end digital workflows for Bigpond.com online shop orders and moving-home services, including UX wireframes, customer journey mapping, and automated communications.
- Redesigned BigPond.com Help and "My Account" portals, producing FAQs, guides, training materials, self-service tools and customer support resources, resulting in improved customer experience and a 30% average reduction in manual handling (approx. 40,000 orders/day).
- Collaborated with marketing and UX teams on site redesigns, style guides, and SEO initiatives to enhance usability, consistency, and customer engagement.
- Produced targeted digital campaigns and feedback surveys to capture user insights, improve documentation accuracy, and inform continuous product and content enhancements.
- Developed analytics dashboards to track operational performance, content effectiveness, and campaign impact across channels.

Startrack Express (Australia Post Logistics)

INFORMATION SYSTEMS MANAGER, 1997 - 2004

- Managed and supported internal IT systems, networks, and external customer logistics tracking platforms.
- Oversaw deployment of IT and networking infrastructure for a new South Australia depot.
- Provided onsite technical support and training for 150+ customers, including hardware, software, and system integration.
- Developed online tutorials, work instructions, and process documentation for staff training and customer guidance.
- Collaborated with executive leadership on business development, marketing initiatives, and tender preparation.
- Promoted to management within two years for demonstrated performance and leadership.

EDUCATION & CERTIFICATION

Bachelor of Arts (B.A) PSYCHOLOGY
University of Adelaide, Australia, 1996

Agile Fundamentals
Agile Business Analyst
Agile Leadership
2013, Thoughtworks, Melbourne, Australia

Framework 8 Fundamentals
Framework 8 Deployment
Routing & Reporting Installation & Configuration
2011, Genesys University, Sydney, Australia

Digital Marketing Fundamentals
2010, Australian Marketing Institute, Online