

DAVID N. ALLEN

CRO & UI/UX Specialist | Front-End Developer

Denver, CO

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Professional Summary

Senior UI/UX Designer and Conversion Rate Optimization (CRO) specialist with **20+ years** of experience delivering high-impact digital experiences that drive measurable business growth. Expert in A/B & multivariate testing, data-driven design, front-end development, motion graphics, and cross-functional collaboration.

Professional Experience

CRO & UI/UX Specialist

2021 – Present

Simpler Trading (SimpleTrading.com)

- Partnered with marketing teams to optimize client-facing digital experiences, resulting in increased user engagement, lead generation, and conversions.
- Managed website pages and functionality using JavaScript; executed content updates and created animated presentations.
- Led graphic design tasks and on-site promotions for cohesive brand experiences.

Lead UI/UX Designer

2017 – 2021

Leading Response

- Directed end-to-end design and development lifecycle for marketing products, implementing analytics testing frameworks that maximized performance.
- Developed data-driven strategies to optimize user experience and product effectiveness.

Interactive Manager

2013 – 2017

Adperio

- Designed and executed B2B/B2C communication strategies across digital and print channels.
- Created motion graphics, interactive demos, and multi-brand content assets.

Owner & Creative Director

2010 – Present

David N Allen Design, LLC (Freelance)

- Provide full-stack creative and technical services including UI/UX design, front-end development (React, WordPress), animation, branding, and packaging.
- Specialize in conversion rate optimization, A/B testing, analytics, and high-ROI digital marketing assets.
- Built and optimized numerous high-performing websites and campaigns from concept through launch.

Skills & Technical Expertise

CRO & Optimization

Conversion Rate Optimization A/B & Multivariate Testing

Google Analytics Hotjar Funnel Optimization

UI/UX Design

Wireframing & Prototyping Information Architecture

Responsive Design Motion Graphics User-

Centered Design

Front-End Development

HTML5/CSS3 JavaScript/jQuery
act/Next.js Vue.js

SASS/LESS PHP WordPress

Design Software

Re- Adobe Photoshop Illustrator InDesign
Adobe Animate After Effects