




Laura Golon

Public Information Specialist 2 (Digital Content) | Digital Strategy
Web Governance | Accessibility & Analytics | Supervision

Contact

-  (518) 339-8729
-  lagolon@gmail.com
-  designsbylg.com

Education

BFA in Graphic Design
Sage College of Albany
MAY 2008 HONORS

Social Media Marketing Certificate
Cornell University
JANUARY 2025

Professional Development

- Aspiring Leaders Program
- Essentials of Supervision
- Preparing Written Communication for Executives
- How to Build a High-Performance Team
- Successful Supervision in a Remote Environment
- Workplace Conflict Resolution

Professional Summary

Digital communications and web management professional with experience leading large-scale website modernization, accessibility compliance, digital governance, and cross-functional digital initiatives within New York State government. Skilled in coordinating complex web projects from planning through implementation, including stakeholder collaboration, requirements gathering, QA testing, analytics reporting, accessibility remediation, and workflow management. Experienced working with ITS, WebNY, Communications, and program teams to improve user experience, streamline publishing operations, and support scalable digital services.

Professional Experience

NYS Workers' Compensation Board - Menands, NY

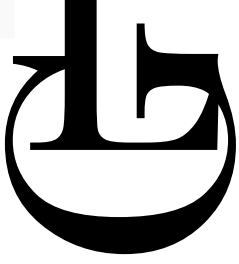
Public Information Specialist 2 (Digital Content) NOVEMBER 2022 - PRESENT

- Lead digital content strategy, modernization, and governance for WCB and PFL public-facing websites supporting statewide communications and outreach initiatives.
- Supervise Web Support staff by assigning and prioritizing work, reviewing deliverables, providing training, and ensuring accessibility and quality standards are met.
- Coordinate cross-functional digital initiatives with ITS, Communications, WebNY, program stakeholders, and external vendors to support project implementation and delivery.
- Create, maintain, and update web content using CMS platforms, JSP, HTML, CSS, Drupal, and AEM Forms Designer.
- Manage Smartling translation workflows supporting multilingual publishing and NYS Language Access compliance.
- Monitor website performance, accessibility compliance, SEO, and usability improvements using analytics and accessibility testing tools.
- Develop static and dynamic agency forms using AEM Forms Designer and HTML5.
- Maintain governance documentation and publishing workflows supporting accessibility compliance, reviewer/approver processes, and digital standards.
- Support large-scale website redesign and modernization initiatives aligned with NYS WebNY standards across 2,000+ webpages, including rollout tracking, QA validation, accessibility review, and deployment readiness.
- Design scalable publishing structures and centralized content workflows, reducing duplicate maintenance and improving long-term usability and consistency.
- Review, edit, and publish public-facing digital content ensuring accuracy, accessibility, usability, and alignment with agency communication standards.
- Support digital outreach and multimedia communications through content coordination, translated resources, and user-focused online information delivery.

NYS Workers' Compensation Board - Schenectady, NY

Multimedia Production Program Specialist 1 MARCH 2020 – NOVEMBER 2022

- Developed and maintained digital and multimedia content for WCB and PFL websites using JSP, HTML, CSS, and CMS workflows.
- Supported accessibility remediation efforts for web and PDF content to improve ADA/WCAG compliance and usability.
- Coordinated Smartling translation publishing workflows to support multilingual content accessibility.
- Recorded, edited, and published Board meeting videos and multimedia content for public distribution.
- Maintained internal digital resources, technical documentation, and employee communication tools.



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Yankee Trails - Rensselaer, NY Graphic Designer JANUARY 2016 – MARCH 2020

- Produced marketing and advertising materials across print, digital, and multimedia platforms for regional travel and tourism campaigns.
- Managed multiple concurrent projects in a fast-paced environment while coordinating timelines, vendor communication, and production schedules.
- Planned and coordinated advertising placements across television, radio, newspaper, print, and digital media platforms.
- Maintained company website using CMS platforms and supported digital marketing initiatives and promotional campaigns.
- Supervised design support staff and coordinated production workflows for recurring marketing publications and campaigns.

AM&J Digital - Menands, NY Graphic Designer OCTOBER 2013 – JANUARY 2016

- Designed and produced marketing materials including brochures, signage, event collateral, promotional materials, and apparel graphics.
- Supported print production workflows, quality control, and client branding initiatives.
- Built and maintained client websites using Dreamweaver and WordPress, including support for website migrations and server transitions.

Additional Graphic Design Positions Studio136 • Centiv • FireThread Studios 2008 – 2016

Volunteer & Service

Hive of Hope Albany Volunteer Graphic/Web Designer 2022 – PRESENT

- Develop and manage website content and social media messaging supporting event promotion, audience engagement, and community outreach initiatives.

NYS Workers' Compensation Board DEI Council Member JANUARY 2025 – PRESENT

- Support Diversity, Equity, and Inclusion initiatives through employee engagement, outreach, communications support, volunteer coordination, and community participation activities.

NYS Workers' Compensation Board Employee Assistance Program Representative 2025 – PRESENT

- Support internal outreach and awareness efforts promoting employee engagement and EAP resource visibility.

Core Skills & Programs

Digital Project & Product Coordination

Project tracking and workflow management, Requirements gathering, Stakeholder communication, QA and user testing, Rollout coordination, Cross-functional collaboration, Website governance, Digital operations support, Deployment readiness, Process improvement

Digital Communications & UX

Web content strategy, Information architecture, UX optimization, Content governance, SEO optimization, Digital outreach, Messaging alignment, Performance analytics, Content review and QA

Accessibility & Compliance

WCAG/ADA compliance, Accessibility testing, Screen reader testing, PDF and web remediation, Siteimprove, NVDA, WAVE, JAWS Inspect, Keyboard-only testing, Accessibility compliance

Platforms & Technologies

HTML5, CSS, JSP, Drupal, WordPress, Joomla, Wix, Dreamweaver, Notepad++, AEM Forms Designer, Smartling, GA4, Looker Studio, Content Management Systems (CMS)

Design & Multimedia

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro), Final Cut Pro, OBS Studio, Multimedia publishing, Video production

Business & Communication Tools

Microsoft Office (Word, Excel, PowerPoint), Constant Contact, MailChimp