

# BERTIS “GENE” DAVIS

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## PROFESSIONAL SUMMARY

**Senior experimentation and conversion optimization leader** with 20+ years of experience optimizing form flows, acquisition funnels, and conversion-focused digital experiences.

I design disciplined experimentation programs that identify friction in acquisition flows and translate behavioral insights into measurable improvements in conversion and revenue per visitor, partnering closely with Product, Analytics, Marketing, and Design to turn hypotheses into clear growth decisions.

More recently, I have integrated AI-enabled workflows and internal systems that accelerate creative iteration and experimentation velocity while maintaining governance, quality, and measurement rigor. Most effective in environments that value structured experimentation, clear decision systems, and sustainable optimization over one-off wins.

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## CORE SKILLS

**Experimentation & Growth:** Experimentation Strategy & Ownership • Hypothesis Design & Validation • A/B & Multivariate Experiments • Conversion Optimization (CRO, RPV) • Funnel Optimization & Drop-off Reduction (Landing Pages & Forms) • Performance Analytics & Insight Translation • User Behavior Analysis • Decision Models from Experimentation • Performance Data Visualization (Tableau)

**UX Writing & Content Design:** Microcopy • Content Hierarchy • UI Strings • Error States • Empty States • Product Copy • Guidance Text • Action Microcopy (CTAs & Interaction Labels)

**Design, UX & Technical Foundations:** UX/UI Design • Responsive & Modular Design Systems • Wireframing & Prototyping (Figma, Adobe XD) • Technical Constraint-aware Design • HTML, CSS, JavaScript, JSON • React

**AI & Automation Systems:** AI Integration & Automation • AI Systems Design (governed, multi-component systems) • Custom GPT Development (product surface) • Prompt Engineering • Workflow & Process Optimization • Guardrails, Governance & Compliance-aware Systems

**Leadership & Collaboration:** Cross-functional Leadership (Design, Analytics, Product, Marketing, Engineering) • Team Leadership (international, multi-disciplinary) • Executive & Stakeholder Communication • SOPs, Documentation & Enablement Systems

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## PROFESSIONAL EXPERIENCE

### AI Production Systems Consultant

Santa Monica, CA | July 2025 – October 2025

#### Systems & Infrastructure

- Directed implementation of modular coding frameworks supporting high-volume, conversion-focused creative workflows, improving scalability, maintainability, and production efficiency.
- Led development of a proprietary AI automation system tailored to a specialized creative workflow, **reducing production time by 82%** and increasing creative throughput.
- Developed advanced coding strategies improving email deliverability and performance, supporting downstream conversion measurement and insight quality.

## Senior Manager, Creative Design and Development

Rooftop Digital – Los Angeles, CA | July 2020 – April 2025

### Experimentation, Conversion & Performance

- Owned creative experimentation methodologies in partnership with Analytics and Marketing teams, focusing on conversion lift, funnel drop-off reduction, and insight reliability.
- Introduced a scalable creative concept that drove **sustained, triple-digit CTOR lift** across multiple campaigns over a three-month period.
- Integrated performance tracking and QA systems to improve experiment signal quality and confidence in conversion outcomes.
- Directed AI systems trained on top-performing creatives and advertiser feedback loops, **reducing production time by 77%** and enabling large-scale creative variation across multiple verticals.

### Leadership & Scale

- Led an international team of 13 (11 coders, 2 designers) delivering performance-driven digital assets across conversion-focused surfaces for 200+ brands.
- Established scalable design, documentation, and workflow systems supporting consistent experimentation execution across teams and client portfolios.

## Senior UX Designer, Experimentation and Conversion

Core Digital Media – Playa Vista, CA | January 2010 – October 2019

### Form, Funnel & Conversion Optimization

- Owned CR and RPV experimentation across multiple verticals using A/B and multivariate experiments on landing pages and lead-generation forms.
- Designed and executed hypotheses across landing page structure, form UX, headlines, body copy, CTAs, value framing, UI strings, error states, and microcopy.
- Translated experiment outcomes into repeatable decision and messaging frameworks to reduce friction and improve conversion performance at key funnel stages.

### UX Research & Analysis

- Conducted usability testing, surveys, and heat-map analysis to identify friction points and guide optimization priorities.
- Owned UX writing for acquisition funnels, emphasizing clarity, guidance text, and action-oriented microcopy to support conversion goals.

## Interactive Designer and Developer

JWT Inside – Santa Monica, CA | August 2007 – January 2010

- Built interactive digital assets including custom video players, animated banners, and motion-driven experiences for global brands including Microsoft, Boeing, and Comcast in a fast-paced agency environment.

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## EDUCATION

Carroll University – Waukesha, WI