



Web designer and developer with over a decade of  
experience with small business owners & non-profits  
(617) 816-1209 jennsweb@gmail.com

## Education.....

### Arizona State University

Tempe, AZ | May, 2024

Bachelor of Science in Graphic Information Technology

## Experience.....

### Senior Project: The Budding Florist

*Web Designer & Developer*

Working with the business owner, I came up with a website strategy to enable the client to stand out in the local florist market. This included designing a new logo, shooting a short commercial and creating a site that showcases their custom floral designs.

October, 2023 – December, 2023

### Financial Resources Federal Credit Union

*Web Designer & Developer*

I collaborated with a marketing team to redesign the bank's website which required a new brand identity system for complex site of over 45 pages. After installing translation tools and advertising tracking codes, I re-launched a site with a more streamlined user experience.

December, 2022 – February, 2023

### Ilene Perlman Photography

*Web Designer & Developer*

I worked with the photographer to design a new gallery system that could be easily maintained post-launch. The client also needed a new logo and color palette for website and marketing materials. The new site resulted in increased freelance work for the client.

August, 2022 – November, 2022

### Cape Ann Slavery Project

*Web Designer & Developer*

After being given the research papers, I created site pages to present historical research to users in an easy to navigate way. I also utilized a footnote method to help users learn more about historical resources

December, 2021 – February, 2022

### Promera Sports & Vireo Systems

*E-Commerce Site Manager*

As the on-site developer, I worked with the marketing team to highlight brand promotions as well as maintaining a large-scale e-commerce site with affiliate and coupon features. I implemented changes that improved the user's purchase experience and increased revenue.

October, 2015 – August, 2021

## Skills.....

Adobe CC (Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro, After Effects), HTML, CSS, Javascript, Python, Java, Wordpress, E-Commerce