



# JESSICA BERTLING

## UI/UX Designer & Developer

### ABOUT ME

I am a UI/UX designer and front end developer based out of Eastern Iowa.

I pride myself on creating quality software that both meets business goals and increases customer satisfaction.

### CONTACT ME

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### MY SKILLS

CSS  
SASS  
HTML  
Javascript  
Responsive Design  
Front End Performance  
Progressive Enhancement  
Agile Development  
Source Control  
TFS, Subversion, Git  
A/B Testing  
Optimizely, Visual Website Optimizer  
User Data Collection  
Analytics, Heatmaps, User Testing



## WORK EXPERIENCE

### UI/UX DEVELOPER 2

MAG Retail September, 2012 - October, 2015

Primary duties included UI/UX design and development for both retail properties within an agile process. Technology used: Git, CSS, SASS, HTML, JS, MVC, C#

Achievements include:

UI lead on responsive redesign of Motorcycle-Superstore.com.  
Custom responsive grid creation for MAG Retail properties.  
Responsive overhaul of JPCycles.com in 9 month solo project.  
Feature development and design to increase conversion rate (A/B testing).  
Performance advocate for both retail properties.

### WEB DESIGNER 2

J&P Cycles November, 2007 - September, 2012

Primary duties included landing page design, web graphic creation, e-mail creation, conversion optimization, and small feature creation.  
Technology used: SVN, CSS, HTML, JQuery, MVC, C#, Photoshop, WordPress

Achievements include:

Increased conversion rate through funnel page redesigns and user & A/B testing.  
Received write-up in Entrepreneur magazine for design of careers website.  
Greatly increased SEO for site through creation of targeted landing pages.  
Created J&P Cycles Blog on customized wordpress site.



## FREELANCE & CONTRACT WORK

### S&S CYCLES

September, 2015 - Present

Contractual design work for banner ads and print advertisements, including full page ads for Hot Bike and Easyrider magazines.

### NATIONAL MOTORCYCLE MUSEUM

October, 2010, November 2015 - Present

Rebuilt the National Motorcycle Museums website from scratch, replacing their outdated flash site.



## EDUCATION

### AAS DIGITAL MEDIA WITH DESIGN OPTION

Daytona Beach Community College (Now Daytona State) 2004-2006

Graduated with High Honors.

### EDUCATIONAL CONFERENCES

That Conference  
An Event Apart  
Iowa Code Camp  
Local Barcamps (Iowa City, Orlando)