

Jessica Scheck - UX/UI Designer

Charlotte, NC

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SUMMARY

I am a forward-thinking UX/UI Designer skilled in responsive design, technical SEO, and modern CMS platforms like AEM, Sitecore, WordPress and Drupal. I offer expertise in HTML5, CSS, JavaScript, and accessibility (WCAG) compliance, and my goal is to improve website performance by delivering user-focused digital solutions.

TECHNICAL SKILLS

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|-----------------------------|------------------------------|------------------------|
| • SEO | • Website Management | • User Research |
| • Prototyping & Wireframing | • Design & Development | • Accessibility (WCAG) |
| • Front-End Development | • Content Management Systems | • Web Analytics |
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KEY STRENGTHS

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|----------------------------|----------------------------------|-------------------|
| • Problem Solving | • Data-Driven Decision Making | • Leadership |
| • Attention to Detail | • Written & Verbal Communication | • Empathy |
| • Collaboration & Teamwork | • Adaptability | • Time Management |
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PROFESSIONAL EXPERIENCE

Web Designer | VELUX North America | Fort Mill, SC (Hybrid)

12/2023-Present

- Manage multiple company websites: [veluxusa.com](#), [velux.ca](#), [commercial.veluxusa.com](#)
- Thoughtfully plan and execute technical SEO improvements, content ideas, and user experience enhancements.
- Manage multiple projects and meet KPI goals with UX expertise, to fulfill company goals with user behavior in mind.
- Graphic design for web and photo gallery creation and management [gallery.veluxusa.com](#)

Related tools: Sitecore, Adobe Creative Suite, Figma, SEMRush, Moz, Ahrefs, CrazyEgg, Usabilla, Google Workspace, Asana

Web Content Specialist | Atlas Copco | Charlotte, NC (Remote)

05/2022-12/2023

- Planned, managed, and executed a new multi-regional (UK, Canada, USA) website for the company on a new domain. Created technical SEO improvements and handled all web architecture.
- Global digital marketing
- Created and implemented digital marketing guidelines to ensure website content adheres to brand and accessibility standards
- Developed and maintained content management systems (CMS)

Related tools: Adobe Experience Manager, Wix, Adobe Creative Suite, Figma, Ahrefs, Google Workspace, Constant Contact

Web Manager | The National Law Review | Hinsdale, IL (Remote)**05/2021 - 05/2022**

- Formatted articles, blogs and webpages with HTML, photos and infographics
- Strategized content based on Google Analytics data, geographical targeting and SEO keyword planning
- Co-Host, Producer, Audio Engineer, and Music Composer for [Legal News Reach podcast](#); Editorial Staff Writer

Related tools: *Drupal, Wordpress, Adobe Creative Suite, Figma, HubSpot, SEMRush, Google Workspace, LogicPro, Final Cut Pro*

Legal Industry | Norfolk, VA and Charlotte, NC**10/2014 - 05/2021**

- **Family, Criminal, and Traffic Paralegal** - The Olsinski Law Firm PLLC (Jun 2020 - May 2021)
- **Personal Injury Paralegal** - Decker, Cardon, Thomas, Weintraub, & Neskis, P.C. (Jan 2019 - Jun 2020)
- **Deputy Clerk & Courtroom Clerk** - Norfolk Circuit Court (Apr 2016 - Jan 2019)
- **Technical Writer & Compliance Handling** - Glasser and Glasser, PLC (Oct 2014 - Mar 2016)

Communications Coordinator | Old Dominion University | Norfolk, VA**02/2014 - 10/2014**

- Social media manager, digital content writer, and editor for the VP of Student Engagement & Enrollment Services (SEES)
- Web design & content management for multiple university departments
- Digital marketing support for student organizations
- “Electronic Communications” subcommittee leader - discussed best practices, new technologies, and developed new ideas for reaching the student body utilizing our 22 departments under SEES

Related tools: *Adobe CQ, Adobe Creative Suite, Final Cut Pro, Google Workspace*

EDUCATION

University of North Carolina | Chapel Hill, NC**09/2023-03/2024**

Certificate - Full Stack Web Development

Old Dominion University | Norfolk, VA**12/2013**

Bachelor of Arts - Journalism, Communications

VOLUNTEER EXPERIENCE

Greenway Cleanup Volunteer | Mecklenburg County - Parks & Recreation | Charlotte, NC**03/2022 - Present**

LICENSES & CERTIFICATIONS

I currently hold certifications related to UX design, web development, advanced SEO, and analytics tools. This list is available upon request.