

Jordyn Palma | Designer & Web Developer

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I specialize in graphic design, UX/UI design, and web development, with a passion for serving entrepreneurs and local artisans. I am committed to empowering local businesses while making sure my designs are accessible and inclusive for everyone. I am constantly seeking new challenges and have a love for learning.

SKILLS

Design Tools: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Rush, Adobe Bridge, Figma, Procreate, Shapr3D, Canva

Web Development Tools & Programming Languages: HTML5, CSS3, JavaScript, WordPress, Elementor, Divi, Bootstrap, SQL, WebStorm, React, Docker, NodeJS, APIs, Git, Insomnia, Marvel

Communication & Project Management Tools: Monday.com, Slack, Google Business Suite, Salesforce, Office 365, Basecamp, Discord, Trello, GitHub, ClickUp.

EDUCATION

Fullstack Web Development | Deep Dive Coding | Jan 2023 – Mar 2023

400+ hour, full-time, immersive, project-focused web development boot camp. Fully remote curriculum, developing mobile-first projects using agile project management principles, and continuous integration/delivery with GitHub.

Personal Website Project: Personal portfolio website created using HTML5, Bootstrap, and CSS3. Deployed on a remote server and documented in GitHub.

ABQ Maker Network: The ABQ Maker Network is a web application that pairs local creatives, makers, and artists with potential clients by providing a platform to showcase their skills and portfolio pieces.

- Collaborated remotely/daily with two team members on concept, design, development, and debugging
- Created wireframes and ERD with Figma and Draw.io
- Utilized Docker, Express, and PostgreSQL to build backend
- Developed REST APIs using Insomnia
- Harnessed React, React-Bootstrap, and Redux to build front-end
- Pulled code and created/merged branches with Command Line and Git
- Designed an aesthetically pleasing and mobile responsive interface with CSS and React-Bootstrap
- Maintained remotely using Git and GitHub

User Experience/User Interface (UX/UI) Design | Deep Dive Coding | Sept 2022 – December 2022

Project focused UX/UI bootcamp focused on traditional design, user experience design, user research, and user interface design, to be applied to software development and website design.

Stucky's Stickers: Stucky's Stickers is a conceptual UX/UI project focused on researching the use case for a local sticker production company with New Mexicans in mind. It encompassed UX/UI principles in consumer research and LEAN production processes, brand identity development, low-fidelity prototyping using Marvel, and high-fidelity prototyping using Figma.

Bachelor of Arts in Psychology, Minor in Fine Art | University of New Mexico | Graduated: May 2021

PROFESSIONAL EXPERIENCE

Freelance Designer | Jordyn Palma Design | May 2013 - Current

- Worked with local entrepreneurs and non-profit organizations, providing expertise in graphic design, web design, and brand development using industry-standard design software and UX research principles.
- Projects include, but are not limited to, logo design, website management, small-scale rapid prototyping, and large-scale art projects.

Instructor | FUSE Makerspace | Oct 2021 – Current

- Assisted in developing course curriculum and instructed classes of 2-5 individuals on using Digital Fabrication Tools and Design Software.

Communications Coordinator | Keshet Dance & Center for the Arts | Jan 2022 – Oct 2022

- Produced promotional materials following branding standards using Adobe InDesign, Adobe Illustrator, Loomly, Mailchimp, and Canva.
- Established image libraries by photographing dance productions, events, and classes. Utilized post-production techniques such as color correction and image retouching in Adobe Photoshop and Adobe Lightroom.
- Maintained Keshet's website using WordPress, HTML 5, and Divi
- Utilized Google Suite and Dropbox to generate tracking documents for marketing use.

Program Coordinator & Operations Technician | CNM Ingenuity | Aug 2019 – Oct 2021

- Produced promotional materials for FUSE Makerspace and the Technology Solutions Lab. Designed workshop handbooks using Adobe InDesign, generated print materials, oversaw social media campaigns using Loomly and sent out monthly newsletters using Mailchimp.
- Assisted in the re-design of FUSE Makerspace's website using WordPress and Elementor.
- Acted as direct supervisor to a team of CNM Work-Study students, providing career guidance, equipment training, and mentorship.
- Oversaw project completion by implementing project management software such as Monday.com and SharePoint and optimized team scheduling and communication using Microsoft 360 Applications.

Project Manager, Environmental Graphic Designer | Century Sign Builders | Jun 2017 – Aug 2019

- Managed budget and oversaw the completion of 50+ signage projects each fiscal year, including clients such as DeVry University, University of New Mexico, Central New Mexico Community College, and United Way of New Mexico.
- Ordered materials for production, developed budgets for architectural bids and trained production artists on materiality, design principles, and production methods used in large-scale signage projects.
- Produced designs and signage compliant with ADA guidelines to ensure accessible wayfinding in real-world environments.