

Jennifer Walason

Designer & Web Developer

Experience

Girls on the Run International

Manager, Senior Graphic Designer, Web Designer

2017 – Present

Lead designer for Girls on the Run International and 200+ councils.

- Manage Graphic Designer, identifying areas of opportunity for growth and aligning skills with organization needs.
- Serve as creative lead when planning for new projects, working closely with Marketing Project Manager and Director of Marketing and Brand Strategy on outlining project details.
- Manage HQ website: Lead external vendor relationship, create landing pages, and maintain overall site content and design (WordPress, Git, Pantheon, VS Code).
- Conceptualize and create visual identities for programs and marketing campaigns, collaborating cross-functionally with internal and external subject matter experts.
- UI design for organization website.
- Spearhead design direction for projects by developing style guide and application examples.
- Lead design development of multi-channel marketing campaigns from conception to completion, identifying tasks, ensuring consistent communication and alignment on project scope and status.
- Design from an access/inclusion and accessibility perspective.
- Girls on the Run coach - Spring 2019 (18 girls).

Freelance | Graphic & Web Designer

2014 – 2017

Clients: Calendars.com, Townsquare Interactive, Unilever, JCC Bowers, authors, educators, and medical professionals.

- Designed websites (WordPress), PowerPoint presentations, RFPs, social media graphics, landing pages, logos, mascots, book covers, brochures, and invitations.

Slocum & Sons | Graphic Designer

2011 – 2014

In-house graphic designer. Daily experience managing simultaneous projects, under tight deadlines.

- Worked with outside vendors for advertising placements, specialty print projects, and department maintenance.

Design Portfolio

jwalason.myportfolio.com/
password: folio

Development Portfolio

puppyburp.github.io/portfolio/

Education

University of Connecticut

B.A. Political Science

Summa Cum Laude

Certifications

UNC Charlotte

Full Stack Developer Certificate
(2020)

Skills

Code

HTML, CSS, JavaScript, jQuery, InVision, WordPress, Visual Studio Code, Git, GitHub, Node, Bootstrap, Materialize, React, MongoDB, SQL

Adobe CC

InDesign, Illustrator, Photoshop, After Effects, XD

Microsoft Office 365

SharePoint, OneDrive, PowerPoint, Word, Outlook, Excel

Illustration

Procreate, iPad

Project Management

Asana, Basecamp, Redmine

Soft Skills

Innovation, Empathy, Self-Motivation, Collaboration, Humor, Big-Picture Thinking

Contact

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