

Samantha M. Farley

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EDUCATION

University of Wisconsin-Eau Claire, Eau Claire, WI (Sept. 2016-May 2020)

Bachelor of Liberal Studies in Multimedia and Web Design
Spanish Minor
Computer Programming Certificate
4.0 GPA, Honors Student

Digital Skills	• HTML5	• Java	• Adobe XD	• Adobe Creative Suite
	• CSS3	• C/C++	• Oracle/SQL	• GitHub
	• JavaScript	• PHP	• JSON	• ReactJS

Relevant Courses *Introduction to Webpage Design, Web Programming, Computer Systems, Database Systems, Advanced Programming and Data Structures, Web Systems, Audio and Video Production, Photography, Marketing, Game Analysis and Design, Typography, Digital Imaging and Design*

Universidad de Valladolid, Valladolid, Spain (Jan.-May 2018)

Completed el Curso Avanzado de Estudios Hispánicos
Gained a working knowledge of Spanish

WORK EXPERIENCE

Web Development Teacher Asst., The LaunchCode Foundation, St. Louis, MO (Aug. 2020-Present)

- Co-lead online, bi-weekly studio classes for a group of 20 adults
- Teach fundamentals of web development in JavaScript and Java

Digital Production Intern, Carmichael Lynch, Minneapolis, MN (June-Aug. 2019)

- Collaborated with a team of user experience designers to reform the MySubaru app
- Analyzed site traffic and performed weekly optimizations on Subaru.com

Multimedia Editor, The Spectator, University of Wisconsin-Eau Claire, Eau Claire, WI (Jan.-May 2019)

- Lead a team of photographers and oversaw production of all videos, photos, podcasts, etc.
- Produced a bi-weekly multimedia column and created puzzles and accompanying graphics

ACADEMIC PROJECTS

MySubaru App Redesign (June-Aug. 2019)

- Assisted in creating new wireframes for the MySubaru app using Adobe XD
- Helped formulate a test plan on UserTesting.com to compare new and old app designs
- Analyzed results and helped summarize them in a deck for client review

Wedding Website Design (Jan.-May 2017)

- Researched, prototyped and designed a wedding website for a client
- Developed using HTML, CSS, Bootstrap and GitHub

Cabin Website Design (Jan.-March 2020)

- Produced for a client and developed using HTML, CSS, JavaScript, Bootstrap and GitHub

LEADERSHIP EXPERIENCE

Honors Mentor, University of Wisconsin-Eau Claire, Eau Claire, WI (Feb.-May 2019)

- Co-taught the introductory seminar class to 10 freshmen Honors students
- Enhanced presentation, organization, communication, and leadership skills weekly

COMMUNITY SERVICE

Graphic Communications Volunteer, Valley Media Works, Eau Claire, WI (Sept.-Dec 2018)

- Created promotional materials and weekly social media graphics