

JEM IRVING

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SUMMARY

Designer and Digital Specialist with a background in User-Centered Design. Completed a 24-week intensive Coding Bootcamp through the University of Oregon. Passionate about people, design, and creating to improve the world.

TECHNICAL SKILLS

Design: Illustrator, Photoshop, InDesign, Sketch, Adobe XD, InVision, After Effects, Figma

Languages: HTML, CSS, JavaScript, React.js, SQL, NoSQL, jQuery, Bootstrap, OOB, Insomnia, Node.js, Express.js, GraphQL

Tools: User Stories, UI/UX, APIs, TestRail, Assembla, Teams, Slack, Smartsheets, Miro, Trello, GA4, Looker Studio

EXPERIENCE

Digital Specialist

R\West | 2022 - 2023

Portland, OR

- Created organic traffic growth and improved search engine rankings through keyword research, on-page optimization, and link-building strategies
- Monitor and analyze digital marketing metrics and KPIs, providing regular reports and actionable insights to optimize campaign performance and drive business growth
- Collaborate with cross-functional teams to develop and implement effective content strategies aligned with brand objectives and target audience preferences
- Built, edited, updated, and maintain web content management systems such as Drupal, WordPress
- Ensured website and landing page optimization for enhanced user experience, conversion rate optimization (CRO), and lead generation
- Used Google Analytics 4 to help collect data on key KPIs and create analytic dashboards with Looker Studio to provide information for key shareholders

Software Test Engineer I

Suvoda | 2020 - 2021

Portland, OR

- Delivered custom clinical software solutions to a wide range of pharmaceutical clients based on client timelines
- Tested complex clinical trial software to log bugs and manually test functionality by using Ad-Hoc and Formal testing
- Focused on patient safety and integrity of clinical study data based on client guidelines and requirements
- Queried SQL databases using complex queries to check and verify data was saved correctly in the application
- Authored and executed 3-5 test scripts per study using Testrail software
- Reviewed 2-4 peer test scripts of varying functionalities to ensure that all new requirements were met
- Collaborated with developers and other testers using Slack and email to create solutions to software variations
- Maintained systems and tested updates on Testrail and Jira for usability using the software lifecycle method
- Participated in daily stand-up meetings to discuss current and future tasks based on the active study

Shopify Manager / Graphic Designer

Proactive Sports Group | 2020

Canby, OR

- Maintained and improved web platforms for 6 online marketplaces by creating new assets for over 40 products and custom solutions by modifying Shopify code
- Created interactive interfaces and positive purchasing experiences for users based on Shopify analytic trends
- Presented ideas by building PowerPoint for company owners on how to move forward on web growth and new software
- Helped to build 5 potential customer personas to decide on the best audience for targeted advertising using Instagram, Facebook, and Google Ads
- Created social media and web content, including assets, video, and copy for all 6 company divisions using Adobe Suite

EDUCATION

Coding Boot Camp Certificate: University of Oregon, Portland, OR

Pacific Northwest College of Art, Portland, OR

Bachelor of Fine Arts - Graphic Design