

## JENNIFER FITCH

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### BACHELOR OF FINE ARTS WEB DESIGN + NEW MEDIA

Academy of Art University  
San Francisco, CA  
Graduated 2015

### EDUCATION

The Academy of Art provided me with a solid foundation in web design, information architecture, user experience design, usability testing, general design thinking and HTML/CSS/PHP. Additionally, it included graphic design, font design, motion graphics, digital imaging/photography, screen printing and art history.

### TECHNOLOGY LEADERSHIP

eCornell - Online  
To be complete Dec 2024

This certificate will help me improve my work performance, communication strategy, collaboration skills, time management and provide me with advanced techniques for delivering projects and delegating tasks. Currently attending.

### WORK EXPERIENCE

#### WEB DESIGNER / PM

2015–Present  
Cal Poly Humboldt  
Arcata, CA

As one of two on the Marketing & Communications web team, I co-administer our Drupal 7 codebase (upstream) which includes a portfolio of 200+ websites. Currently, I am project managing our transition from Drupal 7 to Drupal 10. Before taking on this role, I planned, designed and launched many high traffic campus websites and have built roughly 1/3 of the current D7 portfolio.

My other responsibilities include user training, Drupal security maintenance, email marketing and general University web strategy. Working here has given me a love for higher education and a greater respect for the creative process.

#### WEB & GRAPHIC DESIGN

Studio 1062  
2008–Present  
Humboldt County

I run a freelance business that does web & graphic design for non-profits and small businesses. My work here has given me collaboration skills, WordPress theming, client management, project management, branding, print marketing and non-profit business structure.

### SKILLS & EXPERTISE

#### PERSONAL

Very organized  
Problem solver  
Detail oriented  
Enjoy collaboration  
Friendly & outgoing

#### COLLABORATION

Presentation skills  
Meeting etiquette  
Google suite  
Trello & Slack  
Asana

#### INFO ARCHITECTURE

Content strategy  
Content inventories  
Sitemap building  
Analytics analysis  
Card sorting

#### WEB DESIGN

Adobe Creative Suite  
Figma (6 years)  
Design research  
Concept sketching  
Wireframing

#### USER EXPERIENCE

Prototyping  
Usability testing  
User research  
Journey mapping  
Presentation

#### PROJECT MANAGEMENT

Proposal creation  
Timeline setting  
Delegating tasks  
Presenting projects  
Running meetings

#### HIGHER EDUCATION

ADA compliance  
Brand compliance  
Governance/hierarchy  
Policies/procedures  
University structure

#### WEB DEVELOPMENT (1)

HTML/CSS/PHP  
Drupal/WordPress  
Version control (git)  
VSCode/PHPStorm  
Database (SQL)

#### WEB DEVELOPMENT (2)

Lando/WP Local  
Theming (PHP/Twig)  
Drush/WP-CLI  
Pantheon/Terminus  
React/next.js

#### MOTION GRAPHICS

Story boarding  
AfterEffects  
Illustrator  
Media Encoder  
Logo animation