

# JENNIFER FITCH

(707) 631-6934  
jenfitch4@gmail.com

I'm a designer, developer, project manager, and user experience expert who strives for greatness!



**BACHELOR OF FINE ARTS  
WEB DESIGN + NEW MEDIA**  
Academy of Art University  
San Francisco, CA  
**Graduated 2015**

My B.F.A. focused on web design, user experience, information architecture, 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**  
Certificate  
eCornell University

This certificate is helping me improve my leadership techniques, communication and time management skills, and providing new ideas for delivering projects and delegating tasks.

**WEB DESIGNER**  
Project Management  
& User Experience  
**2015-Present**  
California State Polytechnic  
University, Humboldt

Since 2015, I have been a key member of 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 215+ site Drupal 7 portfolio.

My other responsibilities include conceptualizing marketing emails, building emails in MJML, offering ongoing technical maintenance and support to our clients, completing complex site redesigns, and organizing in person (or zoom) training sessions. I also regularly collaborate with our editorial team, campus photographer, and faculty & staff to build the best user experiences possible.

Working here has given me a love for higher education and a greater respect for the creative process.

**WEB & GRAPHIC DESIGN**  
Freelance Professional  
**2008-Present**  
Humboldt County

I run a small web & graphic design business that works primarily with non-profits and small businesses. My work here has given me a better understanding of client management, project management, finances, branding, print marketing and non-profit business structure.

## 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