JENNIFER FITCH

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EDUCATION

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

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
(Front-end Developer &
Project Management)
2015–Present
Cal Poly Humboldt
Arcata, CA

Since 2015, I have been a key memeber 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 Drupal 7 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	COLLABORATION	INFO ARCHITECTURE	WEB DESIGN	USER EXPERIENCE
Very organized	Presentation skills	Content strategy	Adobe Creative Suite	Prototyping
Problem solver	Meeting etiquette	Content inventories	Figma (6 years)	Usability testing
Detail oriented	Google suite	Sitemap building	Design research	User research
Enjoy collaboration	Trello & Slack	Analytics analysis	Concept sketching	Journey mapping
Friendly & outgoing	Asana	Card sorting	Wireframing	Presentation

PROJECT MANAGEMENT	HIGHER EDUCATION	WEB DEVELOPMENT (1)	WEB DEVELOPMENT (2)	MOTION GRAPHICS
Proposal creation	ADA compliance	HTML/CSS/PHP	Lando/WP Local	Story boarding
Timeline setting	Brand compliance	Drupal/WordPress	Theming (PHP/Twig)	AfterEffects
Delegating tasks	Governance/hierarchy	Version control (git)	DrusAh/WP-CLI	Illustrator
Presenting projects	Policies/procedures	VSCode/PHPStorm	Pantheon/Terminus	Media Encoder
Running meetings	University structure	Database (SQL)	React/next.js	Logo animation