

JENNIFER FITCH

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[LinkedIn Profile](#)

As a designer and user experience strategist I focus on the creation of user experiences that encourage positive human-computer interaction and aim to develop a sense of trust with the user.

EDUCATION

Academy of Art University

San Francisco

Web Design + New Media (B.F.A.)

A list of classes available upon request

My B.F.A. in Web Design + New Media focused on 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.

PROFESSIONAL EXPERIENCE

Cal Poly Humboldt

Marketing & Communications

Web Designer

July 2015 – Present

Professional references available upon request

During my 8 years as a web designer for Cal Poly Humboldt's Marketing team (previously Humboldt State University) my core role has been to plan, design, manage, and launch medium to large Drupal websites. During the course of each project I may run discovery meetings, organize research tasks, do research, conceptualize with wireframes, create content inventories, build information architecture, organize complex sitemaps, design interactive Figma prototypes, assign tasks to clients and editorial, collaborate with the campus photographer, and copyedit text to make it more user friendly.

Secondarily, I conceptualize marketing emails and build them in MJML, offer ongoing technical maintenance and support to our clients, contribute code to our Drupal distribution (D7), build custom features (D7), complete complex site redesigns, and organize in person or zoom training sessions.

I have excellent attention to detail and love to organize.

Below you will find a general list of skills and expertise that expand on the above professional experience. This list is based on how I approach projects and some of the items overlap into multiple categories.

Thank you for reading!

SKILLS & EXPERTISE

INFO ARCHITECTURE

Content Strategy
Content Inventories
Sitemap Building
Analytics Analysis
Micro Copy

USER EXPERIENCE

Wireframing
Prototyping
Concept Sketching
Usability Testing
Figma (6 yrs)

DESIGN

Design Research
Sketching
Mood Boarding
Design Presentation
Adobe Creative Suite

MOTION GRAPHICS

Story Boarding
AfterEffects
Illustrator
Media Encoder
Logo Animation

WEB BASICS

HTML/CSS/PHP
Drupal/Wordpress
VSCode/PHPStorm
SequelPro/PHPMyAdmin
Email Building (MJML)

FRONT END

npm/nvm
Sass/SCSS
Bootstrap
Grunt & Gulp
Browserstack

SITE BUILDING

Lando (MAMP convert)
Theming (PHP)
Drush/WP-CLI
Pantheon & Terminus
Composer

COLLABORATION

Figma
Version Control (git)
Google Suite
Meeting Etiquette
Trello

OTHER

PERSONAL

Organized
Enjoy Collaboration
Friendly & Outgoing
Problem Solver
Ready to Learn

HAPPY CLIENTS

Creating Proposals
Project Management
Time Management
Phone Etiquette
Estimating/Invoicing