

JENNIFER FITCH

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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 San Francisco
Web Design + New Media (B.F.A.)
Graduated 2015

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

References available upon request

During my 8 years as a web designer for Cal Poly Humboldt's Marketing team 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. Below you will find a general list of skills and expertise that expand on the above professional experience.

Studio 1062
Wordpress Freelancer
2008 – Present
California
studio1062.com

I own a small freelance business that does graphic design, web design, and consultation for non-profits and small businesses. My work here is centered around passion projects and offers me extra creative freedom. Freelance has given me skills with client collaboration, project management, branding, print marketing, web design, and Wordpress.

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