

JENNIFER FITCH

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studio1062.com



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 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 Drupal 7 portfolio.

During the course of each website project I do initial planning, 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 content more user friendly.

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. 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.

JENNIFER FITCH

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