**JENNIFER S. WOLFSON**

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**PERSONAL PROFILE**

From 2008 to 2013, I spent 6 years travelling around the world to experience diverse cultures and develop global awareness. I served in a variety of office manager roles, but I am now developing my skills in web design. I am seeking to apply my psychology and neuroscience background to the field of web development, by learning about the psychology of UX as I create web projects. In addition to a number of personal web projects, I have developed my first paid web project for a pair of music studios.

**CAREER EXPERIENCE**

**WEB DESIGNER Beech Music Studios February 2013-present**

The Beech Music Studios previously had no online presence, but with personalized one-on-one meetings, I was able to outline their specific goals and develop a website that matched their vision. I was involved in every step of the process, from selecting the color palette to hosting setup and creating my own written tutorials, so that they can independently run and edit the website. I have displayed my work at my Github page (see above) and <http://www.beechmusicstudios.com>.

**ADVANCEMENT OFFICE Westtown School December 2013-April 2013 ASSISTANT (VOLUNTEER)**

Westtown School had a major challenge in fundraising-past donors were no longer contributing. I dug into the donor management system, Raiser’s Edge, and realized that many email and postal addresses were either missing or wrong. I scoured all relevant data sources, including the school’s Alumni Portal, and was able to address many of the issues. As a result, we were able to dramatically increase our constituency outreach and, more importantly, significantly boost our capital contributions.

**OFFICE MANAGER October 2008-present**

Exceptional office manager with a passion for customer service and operational efficiency ensuring a smooth-running office environment. While at ANZ bank, I was recognized for transforming our most frustrated and disappointed bank managers into champions for our company, at a crucial and confusing time, when ANZ was merging with National Bank. After only a few months, I was able to successfully train a new employee as a Branch Enquiries Officer. At Thomson Reuters I implemented a new scheduling system that dramatically reduced the lead-time for critical senior management meetings. At the Manor Dental Practice, I devised a teamwork strategy to stop customers from leaving without paying. Our practice had a problem with patients claiming false benefits on their registration forms, so I introduced a new strategy of checking benefits cards when the patient registered. All of these practices cut the office overhead. And as the only native English speaker in the practice, I was responsible for most of our print marketing, allowing the practice to advertise its upcoming expansion. At Solgen Energy, by warm calling and establishing successful leads, I was recognized as helping Solgen not just meet but exceed their quarterly sales targets. Finally, at Lina Guesthouse, I was the only one with social media experience, so I set up a Facebook page to reflect the company values and maintained a social media presence to reach our target demographic.

**MARKET RESEARCHER Oct 2006-June 2007 Pickersgill Consultancy and Planning, York**

I conducted market research surveys in telephone interviews, calling up all customers in our database and asking them about their experience with a debt consolidation company.

**EXPERIMENTER May 2006-June 2006 The Dept. of Psychology, University of York, U.K.**

I recruited participants and ran laboratory experiments on object and word recognition.

**OFFICE ASSISTANT June 2004-Sept 2007 Stivers Staffing Services, P.A., USA**

I carried out temporary administrative and receptionist work, as well as data entry: organizing personal and business taxes.

**EDUCATION and QUALIFICATIONS**

**October 2013** **ISTQB CERTIFIED TESTER,** **International Software**

**FOUNDATION LEVEL (CTFL)**  **Testing Qualifications**

**Board**

This course covered the fundamentals of software testing throughout the life cycle and the different testing techniques.

**September 2013 LEARNING TO PROGRAM WITH JAVA Hands on Technology**

**Transfer, Inc.**

This course included fundamental structured programming and object-oriented techniques, introducing the basics of programming with Java.

**Oct 2007- Sept 2008** **MSc (Hons) in COGNITIVE University of York NEUROSCIENCE**

This one-year honors degree course gave me practical experience in designing behavioral and fMRI experiments, recruiting and scheduling of participants and data collection. In the course of my studies, I gained a solid background in statistics, with data processing using SPSS and Microsoft Excel, and programming with Matlab and FSL. The course focused on how different neuroimaging techniques such as PET, fMRI and MEG have contributed to advances in both Psychology and Neuroscience. I carried out an empirical project which employed fMRI to analyze memory consolidation during sleep, subsequent to novel word learning.

**Oct 2004- July 2007** **BSc (Hons) in PSYCHOLOGY 2:1 University of York**

I graduated with a 2.1 honors degree from this course, which covered modules in Cognitive Neuroscience, Social Psychology, Personality Psychology, Abnormal Psychology,Cognition, Brain and Behavior, Neuroimaging of Vision, Development and Language, Perception and Cognition and Research Methods in Psychology. At the end of my degree, I carried out an empirical project which employed MEG to analyze novel word learning. I learned to work in a laboratory research setting, using specialist neuroimaging techniques and standard statistics software to analyze my data.