

JENNIFER BAXTER

developer & designer

CONTACT

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PROFILE

7+ years experienced, dynamic, and detail-oriented front-end web developer with knowledge of back-end programming. Driven to keep current with latest technology. Excel in UX/UI, web design, ecommerce, and brand identity. Strong interpersonal, language, and organizational skills.

SKILLS

HTML, CSS/SASS	WordPress
JavaScript (ES6+)/jQuery	Git/GitHub
React/React Hooks/Redux	Command Line
Styled Components	GraphQL
AJAX/JSON	Responsive Design
Accessibility	InVision
Regular Expressions	Photoshop
PHP/MySQL	Illustrator
Contentstack	InDesign
Bootstrap/React Bootstrap	Balsamiq

EDUCATION

Santa Monica College

Santa Monica, CA 2010-2013

Certificate of Achievement in Graphic Design
Department Certificate in Web Design

Ohio University

Athens, OH 2006

Bachelor of Science in Journalism

Majors: Magazine Journalism; French

University of Avignon (France) Study Abroad

EXPERIENCE

Berlitz Corporation/ELS Language Centers, Remote

Front End Developer & UX Specialist, 2019-2020

- Led team in redesign and optimization of els.edu to create an intuitive, user-centric responsive site with best-in-class UX/UI.
- Led team in development of redesigned els.edu to create a seamless experience across multiple devices and fast browsing. Achieved annual lead targets by increasing student applications and enrollments after site relaunch.
- Collaborated with Berlitz global team to build site frameworks with reusable components using React. Leveraged CMS to allow other team members to build content without developer assistance.

Bed Bath & Beyond, Union, NJ

Senior Front End Developer, 2014-2018

- Served as lead development resource for A/B testing for multiple brands in a fast-paced, high-visibility environment to boost incremental revenue.
- Created development peer review process to increase speed to market, minimize bugs, and improve team skills.
- Utilized as UX/UI design resource and for content creation and copy editing for numerous teams. Worked with stakeholders company-wide to conceptualize projects, determine technical feasibility, and ensure deliverables follow best UX/UI practices.

Search Marketing Group, Englewood Cliffs, NJ

Front End Web Developer and Project Manager, 2012-2014

- Directed the technical production phase of site development.
- Wrote content, designed layouts/graphics, and developed email marketing campaigns and various website components.
- Maintained client content using company's proprietary CMS. Interacted regularly with clients to assess project goals.
- Edited/debugged back-end code including PHP and databases.

Veyance Technologies, Fairlawn, OH

Graphic Design and Marketing Consultant, October 2012

- Wrote and designed a series of communications to promote the global launch of the company's new HR portal.
- Redesigned myVeyanceHR logo to be used on all HR communications company-wide.

IOIS Consulting, Hermosa Beach, CA

Marketing and Media Director, 2011-2012

- Redesigned logo and brand identity; oversaw its launch and implementation.
- Designed and built website; wrote all content for website.
- Wrote and designed all marketing material and print/web advertisements.

Delta Airlines in Partnership with Toyota, Los Angeles, CA

Graphic Designer, 2011

- Created promotional flyer for Delta conference/trade show announcing travel partnership with Toyota.

Fine Line Graphic Design by Jennifer Vero

Freelance Graphic Designer, 2009-2017

- Designed brand identity systems and collateral, illustrations, packaging, and clothing.
- Created, edited, and audited content for websites including copy, imagery, files, and multimedia.
- Designed and hand-coded original websites; customized themes for CMS, including WordPress.

Southeast Ohio Magazine, Athens, OH

Graphic Designer and Staff Writer, 2006

- Created layout templates for content and advertisements.
- Researched and developed story ideas and wrote stories.