

JESSAMINE BARTLEY- MATTHEWS

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EDUCATION

UNIVERSITY OF MICHIGAN
SCHOOL OF INFORMATION

Master of Science in Information; April 2017
Specialization in HCI

BOSTON UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

Bachelor of Arts; May 2009
English and Art History

KEY COMPETENCIES

- Spanish-speaker with 5+ years editorial, media, and communications experience.
 - Efficient project manager.
 - Flexible and resourceful. Can work as a team or with minimal oversight.
 - Thrive on a tight deadline.
 - Proficient with Adobe Creative Suite.
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ADDITIONAL SKILLS

- Knowledge of HTML, CSS, and Python
- Proficiency using: Adobe Creative Suite; Final Cut Pro X; Microsoft Office; Drupal; Wordpress; Tumblr; Vocus; Salesforce
- Current coursework: Interaction Design; Design of Complex Websites (HTML, CSS, Javascript, Bootstrap); Theories of Human Behavior.

PROFESSIONAL EXPERIENCE

DIGITAL INNOVATION GREENHOUSE; Ann Arbor, MI
UX Design Fellow

Oct. 2015 – Present

- Design and conduct usability tests for digital education technologies.
- Iterate on designs by sketching and whiteboarding. Produce mockups and prototypes.
- Develop intuitive interfaces based on user research in collaboration with developers.

WASHINGTON OFFICE ON LATIN AMERICA; Washington, DC Jan. 2013 – Jul. 2015
Communications Assistant: Jan. 2013 - May 2014
Communications Officer: May 2014 - July 2015

- Art directed and managed projects, including WOLA's annual report, interactive maps, event materials, and photo essays. Contracted artists and developers to assist with organizational collateral. Designed and produced in-house graphics.
- Co-facilitated organizational rebrand. With graphic designer, redesigned company logo and created a visual style guide.
- Managed bilingual website that receives over 230,000 hits per year, and Twitter account with over 12,000 international followers. Implemented timely Google AdWords campaigns.
- Directed WOLA's institutional communications for two months during Communications Director's sabbatical. In May and June of 2014, successfully led WOLA's messaging through the crisis of children at the U.S.-Mexico border.
- Coordinated logistics and budgets for events, including a documentary film screening for 500 people and a book-signing and advocacy event with the Bureau Chief of the *Dallas Morning News*.
- Regularly placed stories and opinion pieces in the *Washington Post*, *New York Times*, CNN, the Associated Press, Reuters, and leading international outlets.

UNITED STATES PEACE CORPS; Kukra Hill, Nicaragua
Agriculture and Food Security Extensionist

May 2010 – Jul. 2012

- Project Manager for marquee project to install 25 solar panels in a rural, indigenous community.
- Designed and coordinated 2-day workshop and fair with the Nicaraguan Ministry of Health and local NGOs to promote healthy lifestyles and HIV/AIDS awareness among local youth.
- Constructed wooden house using locally sourced materials and labor.
- Wrote vignettes on Nicaraguan culture at www.ilovetheshrub.blogspot.com.

MISSOURI BOTANICAL GARDEN; St. Louis, MO
Social Media & Web Intern

Jan. 2010 – May 2010

- Developed and designed online content for site that receives 4 million hits a year, including video, photographs, graphics, and page updates for the Garden and its affiliated campuses.
- Increased Facebook following by approx. 5,000 people over 4 months.
- Managed online campaigns and created informational pages using Dreamweaver for special events, educational programs, and membership activities.

ACLU OF PENNSYLVANIA; Philadelphia, PA
Community Organizing Intern

Nov. 2009 – Jan. 2010

- Researched and copy-edited *Pennsylvania Students Rights Handbook*. Streamlined content, tightened up language, updated to reflect recent legal proceedings, and modernized voice to reach a wider audience.

AWARDS AND HONORS

Merit Scholarship Recipient
University of Michigan School of Information

Paul D. Coverdell Fellow
University of Michigan School of Information

Open Data Challenge Winner
U.S. Census Bureau, U.S. CitySDK

Recognition for Outstanding Service
Peace Corps Nicaragua

VOLUNTEER AND COMMUNITY SERVICE EXPERIENCE

THE BIKE HOUSE, LLC; Washington, DC *Mar. 2013 - Jul. 2015*

- Board member, Treasurer, and volunteer mechanic. The Bike House teaches free bicycle repair and maintenance to people in underserved communities.

THE PHOENIX NEWSPAPER; Phoenixville, PA *Jun. 2009 - Oct. 2009*

- Contributing writer and photographer. Wrote the weekly "Meet Your Neighbor" column to highlight interesting members of the community.

BU INITIATIVE FOR LITERACY DEVELOPMENT; Boston, MA *Oct. 2006 - Dec. 2007*

- Literacy tutor for elementary school students in after-school program.

THE CLAY STUDIO; Philadelphia, PA *Mar. 2005 - May 2005*

- Assisted the "Claymobile" program, which brings art education to communities where funding for the arts has been cut.

PUBLICATIONS

Truthout, Photo essay on women and incarceration in Costa Rica, Jun. 11, 2015

Animal Politico, Infographic on arms trafficking, Jan. 5, 2015

Proceso Digital, Photo used in story on migration from Honduras, Jul. 24, 2014

The Washington Post Magazine, Cover photo for "District of Change" issue, Oct. 21, 2013