Jessica Long-Heinicke

Module 5

**Interview Questions**

1. What hobbies bring you the most joy?

I love to go hiking with Juno, my dog, and I love cosplaying. Especially playing around with gender for my costumes. I’m a big fan of playing video games and doing art as well.

1. If time and money weren’t an issue, what would you do?

Probably travel. Certainly try to get out of the US for a while.

1. Are there any places you’d love to visit or experiences you’d like to have?

Honestly, I’d like to go to all 7 continents for sure. I can’t say that there’s any place that’s a hard no to visit other than places I’ve already been. An experience I definitely would not like to have is a cruise. That’s probably the only thing I’d ever turn down.

1. Tell me about yourself.

I’m a case manager for CPS. I started in social work after graduating with a degree in psychology and just kinda stumbled into it after job hunting in Denver. I’ve been working with families for almost a decade now. I’ve pushed for more LGBT+ initiatives in the workplace and help organize a booth at Pride every year. Outside of work, I love to travel and just hang out with my dog. I love going to murder mystery parties and attending local events.

1. What community traditions are important to you?

Pride is probably the biggest tradition I can think of. Especially considering the current political climate and the potential for overturning Obergefell v Hodges. It’s important to celebrate minority communities now more than ever.

1. Is there a career goal or dream job you’re working towards?

I wouldn’t say I necessarily have a dream job I’m working towards. Probably an author if I’m being honest. But finding time to write an actual novel between work and life is almost impossible.

1. If you could switch careers or study something entirely different, what would it be?

I actually do want to get out of CPS. I’m grateful for the opportunities it has given me, but I originally got into psychology to do clinical work. But that requires a Masters and I just haven’t been able to find the time or resources to go back to school to get it.

1. Do you consider yourself more introverted or extroverted? Why?

Definitely more extroverted. You have to be in order to get along with kids and interview families. But I love having social events lined up.

1. Do you tend to plan things in detail or go with the flow?

A bit of both. I like to have a rough plan for the week and if things change, they change. I’m not going to be upset over it.

1. What book, movie, or show has made a lasting impression on you?

I think the easy answer for my age group would be Harry Potter. There’s just something about growing up with the books coming out and aging up with the characters that kinda sticks with you through you life.

**Biography**

Jane is a passionate and dedicated case manager for Child Protective Services (CPS), with nearly a decade of experience working with families. With a background in psychology, Jane originally moved to Denver after graduating and stumbled into a social work. Over the years, they have not only provided support to families but also championed LGBTQ+ initiatives in the workplace, including organizing a booth at Denver Pride every year. For Jane, celebrating and supporting minority communities is not just work, it’s a personal mission, especially in light of the current political climate.

Outside of work, Jane is an extrovert who thrives in social settings and loves immersing themselves in hobbies that bring joy and creativity. They enjoy hiking with their dog, Juno, exploring the world of cosplay (often experimenting with gender-fluid costumes) and spending time playing video games or creating art. Murder mystery parties and local events are their favorite ways to connect with others and unwind.

Travel is another passion, and if time and money were no object, Jane would set off to explore all seven continents. While cruises are firmly off their bucket list, they’re open to visiting nearly anywhere they haven’t been before. Their dream of traveling also aligns with a long standing love for storytelling. Though a busy schedule has made writing a novel challenging, Jane aspires to one day become an author.

Though grateful for their work in CPS, Jane envisions a shift back toward clinical psychology, which originally inspired their career path. In the meantime, they balance their professional responsibilities with their love for community and personal growth. Whether planning Pride initiatives, enjoying a Harry Potter reread, or simply hanging out with Juno, Jane embodies a thoughtful mix of drive, creativity, and resilience.

**Style Guide**

1. Tone and Voice
   1. Tone: Professional yet personable; a balance between approachable and confident.
   2. Voice: clear, conversational, and inclusive. Showcase passion for social work, creativity, and advocacy without sounding overly formal.
   3. Keywords: advocacy, creativity, inclusivity, resilience, passion, exploration.
2. Typography
   1. Header font: bold and modern serif (merriwearther, playfair display) to convey professionalism and approachability.
   2. Body font: clean and easy to read sans serif (lato, roboto, or open sans) for a ontemporary feel.
   3. Font sizes:
      1. Headline (h1): 36-48px
      2. Subheadings (h2): 24-32px
      3. Body text: 16-18px
   4. Line height: 1.5 for body text to ensure readability.
3. Color palette
   1. Primary colors
      1. Off white (#f8f7f0)
      2. rose (#c94268)
   2. Secondary colors
      1. Light warm gray (7e6b73)
      2. Charcoal (#333333)
   3. Accent colors
      1. pink (#ef7b97)
      2. Soft lavender (#B09DFF)
4. Layout
   1. Header section
      1. Prominent image or illustration of Jane
      2. Clear tagline introducing their role and passions such as:
         1. Advocating for families, supporting communities, exploring creativity
      3. About section
         1. Biographical details with a mix of professional achievements and personal interests
         2. Include a sidebar or callout box with a fun fact about Jane
            1. “dreams of visiting all 7 continents”
      4. Hobbies and interests section
         1. Highlight hobbies with engaging visuals or icons
      5. Community advocacy section
         1. Use strong call to action language and visuals emphasizing LGBTQ+ involvement
5. Visual Elements
   1. Imagery
      1. Authentic, vibrant images featuring Jane engaging in activities like hiking, cosplaying, or interacting at community events.
      2. Use bright and natural lighting for photography to maintain an approachable feel .
   2. Icons
      1. Minimalist, modern icons for hobbies and interests to complement text
      2. Ensure icons align with the color palette
6. Navigation
   1. Sections to include
      1. Home page
      2. My work in advocacy
      3. Hobbies and passions
      4. About me
   2. Navigation style
      1. Clean, top navigation bar with hover effects in the primary color palette
   3. Call to action
      1. Highlight a section for visitors to connect with LGBTQ+ groups
7. Writing style
   1. Sentence length
      1. Aim for concise, easily digestible sentences
   2. Format
      1. Use short paragraphs with clear headings/subheadings
      2. Include bullet points or lists when appropriate for hobbies or goals
   3. Active voice
      1. Write in an engaging and active style.
8. Accessibility
   1. Font size
      1. Minimum of 16px for readability
   2. Contrast
      1. Ensure sufficient color contrast for text
   3. Alt text
      1. Provide descriptive alt text for all images and icons
   4. Responsive design
      1. Optimize the layout for mobile and tablet devices
9. Branding statement
   1. Jane’s website should reflect their advocacy, creativity, and passion for making meaningful connections. The design and tone should highlight their unique blend of professionalism, personal interests, and drive to support others.

Images

A sign with text on it

AI-generated content may be incorrect.A card with penguins on it

AI-generated content may be incorrect.A white sign with a bird on it

AI-generated content may be incorrect.A person with a mustache and a hat

AI-generated content may be incorrect.A drawing of a house

AI-generated content may be incorrect.A drawing of a mushroom house

AI-generated content may be incorrect.A drawing of a lighthouse

AI-generated content may be incorrect.A person and a dog

AI-generated content may be incorrect.A drawing of a greenhouse

AI-generated content may be incorrect.A person holding a paper and a drink

AI-generated content may be incorrect.A person in a black dress and hat taking a selfie

AI-generated content may be incorrect.A person smiling at camera

AI-generated content may be incorrect.A dog wearing a party hat and sitting in front of a cake

AI-generated content may be incorrect.

Wireframes

A screenshot of a computer

AI-generated content may be incorrect.