

# Jenny Rongjie Gardner

Web Designer & Creative Manager | Tampa, FL

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I specialize in clean designs with a strong focus on good development practices and building out quality sites for longevity. While I'm most familiar with working on the front-end, I love learning about cross-disciplinary fields, such as user experience, accessibility, and psychology to become a better designer and developer.

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## Work Experience

### Web Developer & Creative Manager @ InPlace Marketing

2023 – PRESENT

- + Collaborated closely with the Creative Director to maintain brand consistency across client deliverables; provided training, documentation, and support to the Creative Department to streamline workflows and resolve technical issues.
- + Served as the primary point of contact for all website-related inquiries and represented the company's web services in client and vendor meetings.
- + Supported the Email Marketing team by preparing, testing, and scheduling campaigns using Eloqua, Dynamix, and Site Impact platforms.

### Web Design Team Lead @ Mediagistic

2021 – 2023

- + Collaborated with the Web Department Manager to lead special projects, implement new software tools, and develop standardized operating procedures (SOPs) for cross-team use.
- + Built, updated, and maintained 300+ client WordPress websites; optimized website templates and processes to improve team build time efficiency by 10%.
- + Trained new hires on internal tools, workflows, and best practices in HTML/CSS/SCSS, ensuring consistency and quality across design and development efforts.

### Web Designer @ Freelance

2019 – PRESENT

- + Collaborated with the Creative Services Director to execute website updates and assist with web asset creation, blog formatting, and email marketing materials across various platforms such as WebFlow, WordPress, and SquareSpace.
- + Created digital content including monthly WordPress blogs, email newsletters, and web banner assets to support client marketing initiatives.
- + Redesigned client websites using provided mockups and branding guidelines.



## Education / Certifications

- + B.A Digital Media (Web Design Track) | UCF 2020
  - + Introduction to Git for GitLab Projects | Udemy 2022
  - + Introduction to Django for Beginners | Udemy 2022
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## Skillset

Tools	Design	Development	Personal
Adobe CC	Wireframing	HTML5	Organization
Figma	Prototyping	CSS3	Critical Thinking
VS Code	Responsive Design	SASS / SCSS	Creativity
GitHub / GitLab	ADA Accessibility	JavaScript (ES6)	Adaptability
FileZilla	Shopify	PHP7	Fast Learner
Local by Flywheel	WordPress	MySQL	Deductive Reasoning
Oracle Eloqua	WebFlow	Git Version Control	
Sitecore	Squarespace	Command Line Interface	
Stripo Email Builder			

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## Notable Projects

**Reversed Brand:** for this client I was tasked with updating various Shopify pages and templates. Additionally, I worked to plan and organize their existing product database.

**RiverTown FL:** for this client I worked with another developer to modify existing PHP code to create templates for different post types.

**Next Generation:** for this client I was tasked to recreate their original website and update it to Mediagistic's standards, using WordPress, Bootstrap5, and SCSS.

