

Jennifer Willeck

UX/UI DESIGNER AND DEVELOPER

UX/UI designer and front-end developer with experience in creating engaging websites by focusing on user centered design. Motivated by the latest technologies and embracing growth mindset.

EXPERIENCE

Beyond New Beginnings

UX/UI Design and Web Developer

August 2020 - PRESENT/ Contractor

Researched local nonprofit agencies and completed a competitor analysis. Designed a low to high fidelity prototype and iterated the design after customer review. Built a new website using WordPress and incorporated user centered design.

- Introduced and maintained marketing goals with Google Analytics and SEO.
- Increased website organic traffic 36%.
- Increased online donations 25% with user friendly online donation forms.
- Improved volunteer recruits 10% with MailChimp API.

SLO Health Center

UX/UI Design and Web Developer

July 2022 - October 2022 / Contractor

Moved customer's current website from WIX to independent hosting services. Redesigned the information architecture with new navigation and user flow. Rebranded the site with an improved style guide.

- New color palette passed the Adobe color test.
- Increased new patient clients 25%.
- Increased traffic 33% with improved user experience.

Saint Paul Blackhawk Soccer

UX/UI Design and Web Developer

September 2021 - November 2021 / Contractor

Collaborated with clients to identify website project needs and proposed new design with focus on clear navigation and engaging interface. Built WordPress website reflecting on user flow and user experience.

- Completed user testing of new design, made iterations, and deployed the new site.
- Increased number of athlete registrations 15%.
- Reduced customer service calls with clear content and easy navigation.

EDUCATION

Certificate in UX/UI Design

University of Minnesota - Boot Camp

An in-depth 24-week long boot camp focusing on UX/UI/FE Design. Skills learned included research, user personas, card sorting, site mapping, wireframing, ideating, low to high-fidelity prototyping, user interface development, and front-end development.

Bachelor of Business Administration - Organizational Management

Viterbo University, La Crosse WI

*Graduated Cum Laude



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SKILLS

Bootstrap
Branding
Color Theory
CSS
Graphic Design
HTML
Low to High Fidelity Prototypes
Prototyping
Responsive Web Design
SEO
SQL Database
UX and UI Design
Wireframing
WordPress Design

TOOLS

Adobe XD
Canva
CodePen
Corel Vector
Figma
Github
Google Analytics
Google Suite
InVision
MailChimp
Miro
Trello
Visual Studio Code
WordPress

SOCIAL

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