Jennifer Willeck

UX/UI DESIGNER AND DEVELOPER

Web 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.

jW DESIGN

willeckdesign.com

jwilleck@comcast.net

612.716.2319

Chaska, MN

EXPERIENCE

Beyond New Beginnings

UX/UI Design and Developer

August 2020 - PRESENT/ Contractor

· Completed competitor analysis and researched local agencies.
· Designed Low to high-fidelity prototype for customer review.
· Built a new website with WordPress and incorporated user centered design.
· Enhanced website traffic and reduced bounce rate.
· Increased online donations with user friendly form and visibility.
· Improved volunteer recruits with MailChimp API
· Introduced and maintained marketing goals with Google Analytics and SEO.

SLO Health Center

UX/UI Design and Developer

July 2022 - October 2022 / Contractor

· Moved website from WIX to independent hosting services.
· Redesigned information architecture with new navigation and user flow.
· Rebranded with improved color palette and logo.
· Iterated on design based on user feedback and testing.
· Increased traffic with improved user experience.

Saint Paul Blackhawk Soccer

UX/UI Design and Developer

September 2021 - November 2021 / Contractor

· Collaborated with clients to identify website project needs.
· Proposed new design with focus on clear navigation and interactive design.
· Built WordPress website reflecting on user flow and experience.
· Successful user testing post website deployment.
· Increased number of athlete registrations.
· Reduced calls to customer services with clear content and easy navigation.

EDUCATION

Certificate in UX/UI Design
University of Minnesota - Boot Camp

Bachelor of Business Administration - Organizational Management
Viterbo University, La Crosse WI
*Graduated Cum Laude

Associates Degree - Business Administration
Western Wisconsin Technical College

SKILLS

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

TOOLS

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

SOCIAL

linkedin.com/in/jenniferwilleck