

# Jennifer Willeck

## UX/UI DESIGNER AND DEVELOPER

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### Summary

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.

### Technical Skills

**UX/UI:** 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, Trello, Canva, WordPress, Corel Vector, Adobe XD, Google Analytics, MailChimp

### Professional Experience

#### Willeck Web Design

Web Design & Business Owner

July 2011 - Present  
Chaska, MN

- Work with multiple stakeholders and identify website project needs.
- Research and test solutions, design prototypes, and present to customer.
- Collaborate with customer and give design iterations.
- Build responsive websites using UX/UI best practices.
- Support customer after project deployment and maintain their website.
- Track online marketing goals using Google Analytics and make adjustments.

#### Site Revamp

Web Designer

June 2008 – July 2011  
Minneapolis, MN

- Created websites using content management systems, HTML, and CSS.
- Incorporated search engine optimization and tracked the results.
- Supported customer's websites with monthly maintenance and SEO services.

### Relevant Projects

#### UX/UI Design and Developer Beyond New Beginnings

August 2020 - Present  
Chaska, MN

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.

- Increased website organic traffic 36%.
- Increased online donations 25% with user friendly online donation forms.
- Improved volunteer recruits 10% with MailChimp API.

#### UX/UI Design and Front-End Design SLO Health Center

July 2022 - October 2022  
San Luis Obispo, CA

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.

**UX/UI Design and Developer**  
**Saint Paul Blackhawk Soccer**

September 2021 - November 2021  
St. Paul, MN

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 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**

**Boot Camp Certificate in UX/UI Design**

University of Minnesota

An in-depth 24-week long boot camp focusing on UX/UI Design and Front-End 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

**Associates Degree - Business Administration**

Western Wisconsin Technical College, La Crosse WI

**Community Volunteer Service**

**Chaska Area Fishing with Friends**

Board Member, Web Developer & Internet Marketing

November 2017 – Present

- Maintain and update website
- Coordinate newsletters
- Plan and promote events
- Manage social media platforms

**Love INC**

Driver

September 2014 – Present

- Deliver personal care products to families in need
- Drive clients to medical appointments, interviews, or grocery stores

**Chaska Youth Basketball and Softball**

Coach

2016 – 2018

- Teach and assist players in developing fundamental skills
- Mentor good sportsmanship and encourage positive atmosphere