

Mallory Beemus

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Portfolio: <https://mbbeemus.github.io/Mallory-Beemus-Portfolio/>

Education

James Madison University - Bachelor of Arts Media Arts and Design

- **Expected Graduation:** May 2026 | GPA: 3.67/4.0
- **Concentration:** Interactive Design
- **Minors:** Computer Science, Educational Media
- **Relevant Coursework:** User Interactive Design, Interactive Design for the Web, Software Engineering, User Experience Design, Visual Communication and Design, Advanced Programming, Culture by Design

Experience

James Madison University - Digital Marketing Intern

August 2024 - Present

- Collaborated with a professional, cross-functional team to maintain and enhance over 40,000 web pages on jmu.edu.
- Utilized modern web development technologies including HTML, CSS, JavaScript, and CMS tools to update content, fix bugs, and implement new features.
- Took a creative approach in redesigning key sections of the website, improving user engagement by applying UX/UI principles and optimizing information hierarchy.
- Supported the implementation of accessibility standards and ensured consistent alignment JMU brand identity.

University of Virginia HooHacks - Bytes News App Front-End Lead Developer

March 2024

- Worked closely with a diverse team to develop a news app aimed towards younger generations.
- Directed the development and design of the UX/UI Framework using React Native, delivering a seamless user experience.
- Awarded 1st place in Accessibility and Empowerment.
- Integrated APIs to fetch and display real-time news.

Boarderline - Secretary

August 2024 - Present

- Led the design, development, and maintenance of the club's official website, streamlining member communications.
- Implemented a dynamic alumni and member Connection database.
- Increased Boarderline LinkedIn Group from 20 members to over 150 members.
- Established the club's first Alumni Connection database, connecting over 50 alumni with current members.
- Started and led the club's first newsletter.
- Maintained and organized 350+ members involvement and membership status.

Isle of Capri - Hostess

May 2023 - Present

- Applied strong customer service and communication skills, ensuring a positive experience for every guest.
- Transferred customer service expertise to UX/UI research, emphasizing the importance of creating positive interactions and understanding user needs in design projects.

Skills & Specialties

Programming Languages: HTML5, CSS, JavaScript, Java, Python, C++

Web Development: WordPress, Bootstrap, Weebly, Wix, GoDaddy, SquareSpace

Design Tools: Adobe Creative Suite (Photoshop, Lightroom, InDesign, Illustrator, Acrobat), Canva Pro, ProCreate

UI Software Frameworks: React Native, Figma

Development Environments: Eclipse Code Editor, Sublime Plain Text Editor, Visual Studio Code, GitHub

Management and Communication: Scrum, UX & UI Research, Public Speaking, Spanish to English Translation

Applications: Microsoft Office (Word, Excel, PowerPoint), all major web browsers

Leadership & Involvement

School of Media Arts and Design Club: *Treasurer*- Managed club finances, fundraising, and budget allocation

Massanutten Ski Resort: *Ski and Snowboard Ambassador*- Assisted in guest engagement on slopes

Partiful: *Brand Ambassador*- Boosted brand engagement to over 100 people

References Available Upon Request