

# MICHELLE BUSHOY

## WEB DESIGNER

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### EDUCATION

#### UNIVERSITY OF ROCHESTER

College of Arts and Sciences | Aug 15 2015 - Present

Anticipated Graduation: May 2019  
Digital Media Studies B.A., Concentration: Web Development  
Minor: Computer Science  
Recipient of Dean's Merit Scholarship

#### DANISH INSTITUTE OF STUDY ABROAD

Copenhagen, Denmark | Jan 18 2018 - May 18 2018

Study Abroad Program  
Spring 2018 Semester  
Relevant Coursework in Design and Digital Media

### EXPERIENCE

#### WEB DEVELOPMENT INTERN

Quicken Loans | May 18 2018 - Aug 18 2018  
Developed features for various client sites with Wordpress.  
Resulted in 10% increase in page views. Created team specific plugins using PHP and JavaScript.

#### DIGITAL MARKETING INTERN

Salary.com | Jun 17 2017 - Aug 17 2017  
Developed and implemented SEO strategy for Salary.com and CompAnalyst.com. Developed expertise with Moz and Adobe Analytics to monitor traffic, conversions and keyword rankings.

#### SEO ANALYST

Gronk Fitness Products | Oct 17 2017 - Dec 18 2017  
Created and implemented SEO strategy for sports performance ecommerce company and analyzed data to identify trends and generate reports for client. Resulted in 4% increase in sales.

#### WEB DESIGN INTERN

Urchin Systems | Jul 16 2016 - Aug 16 2016  
Created wireframes, prototypes and encoded the landing page for client's employee compensation system web portal. Used HTML, CSS and jQuery technologies.

### EXTRACURRICULARS

#### STUDENT AMBASSADOR

Adobe Creative Cloud | Sep 2018 - Present  
Educating students on how to use common Adobe products.  
Planning and executing open workshops towards greater Adobe accessibility for University of Rochester students.

#### MEMBER

Rochester Design Club | Sep 2018 - Present  
Participating in weekly design challenges, workshops and critiques.  
Planning school wide events, such as our semesterly design-a-thon and conference with over 200 student attendees

#### TUTOR

Learning and Exploring at Play | Oct 16 2016 - Oct 17 2017  
Taught at an elementary school classroom and tutored individual students. Created weekly lesson plans to help students progress in necessary skills to succeed in school.

#### PHONE LINE VOLUNTEER

Samaritans, Inc. | Feb 12 2012 - Jun 15 2015  
Volunteered at a Boston based suicide prevention hotline. Utilized cognitive behavioral therapy techniques to counsel 15-20 at risk callers per day.

### TECHNICAL SKILLS

#### WEB DEVELOPMENT

HTML, CSS, Bootstrap, Foundation, SASS, PHP, JavaScript  
jQuery, AJAX, Angular.js, Java, Python, MySQL, SQL

#### SEARCH ENGINE OPTIMIZATION

Moz, Adobe Analytics, Google Analytics

#### DESIGN

Adobe Photoshop, Illustrator, InDesign, Sketch, Mockplus, Proto.io, Blender

#### OTHER

Agile, Git, Microsoft Team Foundation Server, Shopify, Wordpress Development

### COURSES

Intro to Computer Science (Java)  
Advanced Front End Web Development  
Web Application Development  
Programming for Digital Media (Python)  
Recreational Graphics  
Graphic Design  
Discrete Mathematics  
Calculus, I & II

### LANGUAGES

English



Russian



Spanish

