

Melanie White

(540) 903-5002 | melwhite.a@gmail.com
github.com/melaniew

... Professional Profile

Experienced in front end development, designing graphics, training end users, and providing technical assistance. Enjoys communicating and collaborating with technical enthusiasts and developing professional relationships. Skills include problem-solving, strategic communications, analytical thinking, and writing guides and instructions.

... Skills

Programming: HTML5, CSS3, SASS, JavaScript, jQuery, Ruby/Rails

Software: Adobe Photoshop, Illustrator, and InDesign, Git/Github, Sublime Text, WordPress, Google Analytics, Google Office Suite, Microsoft Office, Slack, Asana

... Experience

Web Designer (Feb 2012 - Present)

College of Humanities and Social Sciences - George Mason University, Fairfax, VA

Training and Technical Support:

- Oversee 50+ websites and provide technical assistance to 200+ content management system (CMS) editors.
- Advise web editors on content strategies, user engagement, and social media presence.
- Organize and lead trainings for end users and produce training agendas and help documentation.
- Monitor Google Analytics, review site traffic, user behavior, and create customized reports.
- Stay informed about security vulnerabilities involving software and applications used by the university.

Web Development and Project Management:

- Design responsive websites utilizing front end technologies, and develop enhanced content management system (CMS) user interfaces.
- Sketch wireframes and mockups; Present prototypes to senior-level audiences.
- Pair program with software developers to develop quick and efficient solutions.
- Review university data and import onto websites.
- Monitor and correct 508 accessibility errors.
- Debug browser issues and test applications on mobile devices and operating systems.
- Collaborate with researchers and communicators to create interactive data visualizations.
- Meet with academic programs to discuss increasing student enrollment through marketing, email, social media platforms, and strategic web content.
- Provide creative direction on website redesign projects, page layouts, and marketing materials.
- Create marketing materials that incorporate diverse imagery, typography, and follows branding guidelines.
- Retouch, manipulate, and edit photos.
- Write, edit, and proof web and marketing content.

Lead Visual Designer (Sept 2011)

Project Create, Washington, D.C.

- Co-developed and redesigned a website pro-bono for a non-profit organization.
- Met with executive director to develop content for proposal, mission, and deadlines of deliverables.
- Researched fonts and color schemes, developed branding guide, designed a new logo, and developed information architecture for website.
- Created mockups of homepage layout and internal pages.
- Used CSS and PHP to create custom Wordpress templates.
- Tested cross browser compatibility and debugged Javascript errors.

- Trained Project Create staff on usage of Wordpress content management system. Set admin and editor roles.
- Presented new website at Project Create's donor and community event.

Production Coordinator *(Feb 2009 - Jan 2011)*

Dominion Dental Services Inc., Alexandria, VA

- Created graphics and designed member enrollment forms and marketing materials.
- Handled requests from regional sales managers and shipped materials to requested destinations.
- Assisted Manager of Graphic Design with graphic projects and COO with PowerPoint presentations.
- Served as liaison with vendors and handled invoices.
- Uploaded files onto company website and shared drives. Maintained organization of inventory and archives.
- Provided assistance to the administrative staff with phone support and mass mailings to enrolled members.

... Education

Web Design Certificate, Boston University's Center for Digital Imaging Arts, Washington, DC *(2011)*

B.A. in Fine Arts, Hampton University, Hampton, VA *(2008)*