

# Melanie White

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## ... Professional Profile

Specialized in front end development, crafting digital, accessible experiences for end-users, and training clients. Background includes project coordination and management, developing websites and CMS interfaces, providing technical assistance, strategic marketing and communications, and graphic design.

## ... Technologies and Software

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HTML5, CSS3/Sass, JavaScript, jQuery, Ruby/Rails, PHP, Git/Github, Sublime Text, WordPress, Adobe Photoshop, Illustrator, InDesign, Google Analytics, Google Office Suite, Microsoft Office, Slack, Asana

## ... Experience

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### Front End Web Developer (Aug 2016 - Present)

George Mason University, Fairfax, VA

- Work closely with software developer and director of IT to design content management system (CMS) interfaces and components, web applications, identify areas in need of improvement, and deploy efficient solutions.
- Research and implement design and technology trends to craft innovative, digital experiences while remaining understanding and representing the needs of diverse audiences.
- Provide creative direction throughout software development, website redesigns, and marketing rebranding.
- Import centralized data, survey users, and review technical requests regarding modifying current functionality of websites and user applications.
- Assess all websites and consult with web owners on how to build user engagement through website management, best practices, SEO, information architecture, and content curation.
- Lead CMS trainings and produce training curriculums and help documentation.
- Collaborate with marketing and communications team to define and set strategic goals, ensuring the incorporation and implementation of digital and technology initiatives.
- Collaborate with academic program directors to discuss recruitment and outreach campaigns to increase student enrollment through printed materials, advertising, email, social media, and web content.
- Educate staff about phishing attacks and remain informed about security vulnerabilities involving software used by the university.

### Web Designer (Feb 2012 - Aug 2016)

George Mason University, Fairfax, VA

- Design responsive websites and applications with front end technologies and develop content management system (CMS) interfaces using Ruby/Rails.
- Oversee 50+ websites, administer CMS editor roles, and provide technical assistance.
- Translate concepts into wireframes and code prototypes for senior-level audiences.
- Collaborate with researchers to create interactive visualizations utilizing SVGs, Highcharts.js, and D3.js.
- Analyze site traffic, create dashboards, and deliver customized reports to website owners and senior staff.
- Test branches in development and review Github pull requests.
- Correct 508 accessibility errors and debug browser issues.
- Provide graphic design expertise and support by creating illustrations, marketing materials, editing photos.

### Lead Visual Designer (Freelance) (Sept 2011)

Project Create, Washington, D.C.

- Co-developed and redesigned a website into WordPress for pro-bono.
- Met with executive director to produce proposal, mission statement, and deadlines of deliverables.

- Responsible for front end development, logo, and visual branding and identity.
- Trained Project Create staff on usage of Wordpress CMS; Administered admin and editor roles.
- Presented new website at Project Create's annual 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 and COO with projects and presentations.
- Served as liaison with vendors and handled invoices.
- Provided administrative assistance, organized inventory and paper/digital archives.

## ... Education

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**Web Design Certificate**, Boston University's Center for Digital Imaging Arts, Washington, DC *(2011 - 2012)*

**B.A. in Fine Arts**, Hampton University, Hampton, VA *(2004 - 2008)*