MADELINE JIMENEZ

G R A P H I C   &   W E B   D E S I G N E R

Dev Portfolio | https://madeline-jimenez-portfolio.herokuapp.com/
Design Portfolio | madelinejimenez.com
GitHub | https://github.com/mijimenez
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EDUCATION

Virginia Commonwealth University
August 2011 - May 2015
Communication Arts
B.A. of Fine Arts | Cum Laude

University of Richmond
October 2019 - April 2020
Full Stack Coding Bootcamp

Study Abroad: Florence, Italy
Summer 2014
Comm. Arts: Drawing and Art History

SKILLS

Programing Languages & Tech:
HTML5, CSS3, Bootstrap, Sass, JavaScript, jQuery, React, Express, Node.js, MySQL, MongoDB

Front-End Development:
Wordpress, Shopify, CMS, Salesforce Marketing Cloud, Git, GitHub, VS Code

Adobe CC:
Photoshop, Illustrator, InDesign, XD, After Effects, Dreamweaver

Project Management:
JIRA, Slack, Workfront, Basecamp

WEB PROJECTS

Good Cuisine
Deployed App | GitHub Repo
Good Cuisine is an app that makes it easier to filter recipes by food, dietary, health and calorie parameters and save them in one location for easy accessibility.
HTML5, CSS3, Sass, Bootstrap, Handlebars, jQuery, Node.js, Express.js, MySQL, Sequelize, Heroku, Git, GitHub, Adobe XD

MOAT
Deployed App | GitHub Repo
MOAT is an MERN stack social app that allows hobbyists and professionals to get answers.
HTML5, CSS3, Sass, Bootstrap, JavaScript, React.js, Node.js, Express.js, MongoDB, Mongoose, Heroku, Git, GitHub, Adobe XD

WORK EXPERIENCE

2U
Graphic Designer | July 2018 – present
Collaborating with stakeholders such as Web Developers, Copywriters and Conversion Rate Optimization teams, my responsibilities include the concepting, wire-framing, design and troubleshooting of paid and organic landing pages, digital ads and graphic emails to market online programs of our prestigious higher education partners such as Harvard and Yale.

The Martin Agency
Freelance Designer | June 2019 – July 2019
Collaborating with the creative team and the UPS marketing department, I redesigned static and animated web banners that will be displayed across markets in the U.S. and U.K.

EAB
Web Designer | Jan. 2018 – July 2018
Designing and hand-coding with HTML5, CSS3 and Sass within a CMS, I worked collaboratively with Art Directors and Copywriters, within the Enrollment Services marketing team, to create custom digital program applications, landing pages and email campaigns for clients in higher education.

Alton Lane
Graphic Designer | Feb. 2016 – Nov. 2017
My works, such as direct mail and re-targeting display ads, resulted in a dramatic increase in revenue for the 2nd quarter of 2017 as well as improved conversion rates on the website by 11%.

Speedpro Imaging Richmond
Assistant Production Manager & Designer | May 2015 – Jan. 2016
I managed and worked within the production team of this large format print shop. Responsibilities included the design, production and installation of graphics such as vehicle wraps, trade-show display signage and wall graphics.