Jessica Rocha Lim

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EDUCATION

Hunter College, New York, NY — BA in Media Studies, Spring 2012

SKILLS

- Creating rich, interactive online user experience via Javascript, Flash, and ActionScript.

- Deploying and administrating content management systems such as WordPress, with implementation of third party plugins to integrate social media such as Facebook, Twitter, and blogs.

- Design for digital and print media including user interface, advertisement, and branded materials with Adobe's Creative Suite, especially InDesign, Illustrator, and Photoshop (up to and including CS5)

- Diagnosing and resolving customer difficulties regarding computer hardware and software.

EXPERIENCE

Freelance Web Design, self-employed, NYC — 2009-present

- Created landing page for client using animation created in Flash with dynamic color change effects with AS2.

- Worked with client's in-house graphic designer to implement design on company's Tumblr blog.

- Created custom graphics and layout for client's website and blog, used WordPress to integrate Facebook, Twitter, and Instagram.

- Created digital and print ads for client using Adobe's Creative Suite and Quark XPress.

- Managed social media outlets such as Facebook and Twitter.

- Created animations using jQuery for mobile and cross-browser compatibility.

- Created a custom Wordpress theme with custom log-in page, multiple selectable avatars and themes, custom queries to the database, and integration with the database using client's API.

Web Developer, We Answer Inc., NYC — 2012-present

- Converting older, table based websites to valid, up-to-date HTML5/CSS3.

- Designing and developing custom Wordpress templates.

- Creating graphics for the web using tools such as Adobe Photoshop and Illustrator CS6.

- Hand coding SEO optimized websites from scratch using jQuery, Bootstrap, PHP, and valid HTML5 and CSS3.

Specialist, Apple Fifth Avenue, NYC — 2008-2010

- Positioned and sold Apple products and accessories.

- Used mobile and standard point of sale software in a demanding, high paced flagship store.

- Worked collaboratively to service customers in a demanding, fast-paced environment.

- Diagnosed hardware and software issues, provided resolution or redirected customer to appropriate technical staff.

REFERRALS available upon request.