

Mary Ditchen

Senior Graphic Designer

I'm a senior graphic designer specializing in front end web design with expertise in web standards, industry best practice, and accessibility. I have exceptional visual and technical design skills, and nearly a decade of experience using front-end technologies to build rich, interactive web content for Illinois State University.

Web and Interactive Communications (WEB)

Senior Graphic Designer, November 2017 – current

Skills and Responsibilities

- Expert understanding of HTML5, CSS3, and WCAG 2.0 specifications
- Front end design work on web development-based projects, devoted to research and conceptual development of audience needs, user interaction, and best practices in usability
- Hands-on design work for client and enterprise projects, including research, concept development, visual refinement, implementation, testing, and launch
- Work with the Dev team to build rich, interactive web content using JavaScript and other front-end technologies
- Uphold and promote web standards, industry best practices, and inclusive design principles
- Assist with the development and implementation of design guidelines and standards
- Assist with coordination, creative organization, and process improvement practices for the Design team
- Aid in the training of interns, students, graduate assistants, and new employees of the Design team

Notable Projects

- My.IllinoisState.edu
- IllinoisState.edu

Web and Interactive Communications (WEB)

Graphic Designer, August 2014 – November 2017

Skills and Responsibilities

- Expert understanding of Semantic HTML and Sass
- Expert knowledge in WCAG 2.0 and other accessibility best practices
- Strong testing and troubleshooting abilities using a variety of web-based tools and other software to assess University websites for browser compatibility and accessibility (e.g. Google DevTools, WAVE by WebAIM, FAE 2.0 by University of Illinois, VoiceOver, color contrast testers and color-blindness simulators)
- Keen interest in staying up-to-date with the latest web standards for HTML and Sass, as well as best practices related to user experience, accessibility, and visual design trends
- Experience documenting common processes, procedures, and brand guidelines

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[Github](#) | [LinkedIn](#)

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- Especially skilled at translating complex, information-dense content into digestible and intuitive layouts
- Highly experienced using Adobe products, such as Photoshop and Illustrator, to:
 - develop wireframes and high-fidelity mockups
 - edit and color-correct photos optimized for use on the web
 - create and manipulate icons and other graphics for use on the web

Notable Projects

- Housing.IllinoisState.edu & Dining.IllinoisState.edu
- Galleries.IllinoisState.edu

Web and Interactive Communications (WEB) | TechZone

Graphic Designer, June 2011 – August 2014

Skills and Responsibilities

- Advanced understanding of HTML5 and CSS3
- General knowledge of web standards and best practices related to accessibility
- Established a consistent, recognizable brand identity for TechZone across print, web, and social media channels
- Cultivated positive working relationships with key departments including Printing Services, Campus Signage Solutions, the Technology Support Center, and others
- Advanced skills using Adobe Photoshop, Illustrator, and InDesign to create graphics and documents for use in print and web-based marketing, such as:
 - Brochures and pamphlets
 - Fliers, posters, and large-scale signage
 - Web ads, digital signage, and graphics designed for social media channels

Notable Projects

- TechZone.IllinoisState.edu
- International Experiences database

University Marketing and Communications (UMC)

Graduate Assistant, June 2010 – May 2011

Skills and Responsibilities

- Maintained and developed UMC-managed websites
- Managed social media for University departments and groups
- Administered the Illinois State News WordPress blog

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Education

B.S. in Industrial Technology, Illinois State University – May 2010
Graphic Communications (Web Media Management) sequence
Graduated summa cum laude

Graduate Coursework, Illinois State University
Training and Development, Department of Technology
24+ credit hours completed

Certifications

ITIL v3 Foundation certified – April 2012

Publications

[My IllinoisState 2.0 – Building a User-Centric Application from the Ground Up](#)

Co-Presenter, CIT Conference 2018

[Web Accessibility in Practice](#)

Co-Presenter, CIT Conference 2018

[What is Web Accessibility?](#)

Co-Panelist, CIT Conference 2017

[Web Accessibility Protips](#)

Presenter, CIT Conference 2016

The Designer's Guide to "Responsive" Marketing | Presenter, HighEdWeb 2014

Trends in Web Design | Guest contributor, Urlist blog (July 2013)

Grappling with the Nondescript: Redesigning a Campus Technology Store Website Without a Benchmark | Poster presenter, HighEdWeb 2012