

# Nicole Dwenger

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Passionate front end developer and designer with a background in strategic communication. Experienced in formal research and audience analysis with a deep interest in developing intuitive products for users. A quick learner with expertise in various development languages and programs.

## Experience

**Lead Market Research Analyst** | *Boiler Communication* | *West Lafayette, IN* Aug 2020 – May 2021

- Led a team of three analysts to achieve yearly strategic goals in client communication
- Analyzed and researched audiences across 21 campaigns and ensured tactics are strategically targeting consumers

**Research Assistant** | *Purdue Polytechnic Institute* | *West Lafayette, IN* Nov 2019 – May 2021

- Reduced student effort by researching and transforming 21 physical worksheets into a user-friendly digital format
- Developed and maintained a website with Gatsby.js for student and professor use in a data visualization course

**Social Center of Expertise Intern** | *General Motors* | *Detroit, MI* Jun 2020 – Aug 2020

- Benchmarked and researched social care strategies across the automotive industry and other markets
- Analyzed customer sentiments through customer satisfaction scores to determine common trends for improvement

**Front End Developer** | *CDW* | *Vernon Hills, IL* Nov 2019 – May 2020

- Developed atomic components in an agile environment to be integrated into Adobe Experience Manager
- Increased code coverage by 60% on front end development repositories utilizing Mocha and Chai
- Implemented changes to repositories leveraging Git and Gulp commands for ease of documentation

**Front End Developer Intern** | *CDW* | *Vernon Hills, IL* Jun 2019 – Aug 2019

- Wrote standards-compliant code while testing and debugging for multiple browsers
- Collaborated with internal development and design teams to ensure effective user flow of an internal engineers' blog while leading prototype production with 16 interns
- Designed a working prototype in Adobe Experience Manager to present a proof of concept to upper management

**Web Team Intern** | *Purdue Agricultural Communications* | *West Lafayette, IN* Aug 2019 – May 2020

- Created wireframes and demonstrated user flows to satisfy client requirements while maintaining 120+ sites
- Designed creative mockups and met with clients to propose design direction, usability, and coding requirements
- Researched keywords and met with content writers to prioritize search engine optimization across all sites

**Summer Intern** | *Siemens Energy, Inc.* | *Indianapolis, IN* May 2018 – Aug 2018

- Maintained critical schedule for data migration project operating Siemens TeamCenter and Excel
- Developed presentation template adhering to Siemens business & color graphics requirements

## Education

**Purdue University** | *West Lafayette, IN* May 2021

- B.S. in Computer Graphics Technology, *cum laude*
- B.A. in Communication
- Overall GPA: 3.87 / 4.00
- Director of Internal Communication | *Purdue Public Relations Student Society of America*

## Skills and Expertise

- Coding exposure: HTML, CSS, JavaScript, jQuery, SASS, Bootstrap, React, Gatsby, PHP, SQL, C#, C++, ASP.Net
- Software: Adobe Creative Cloud, Microsoft Office, WordPress, SharePoint, Adobe Experience Manager, GitHub, Visual Studio, Figma, Miro, Chrome Developer Tools, Maya
- Experience in responsive web design, wireframing, prototyping, accessible web design, version control
- Excellent organizational skills, creative thinker, personable, and active listener
- Great at team collaboration, drives engagement, sets goals, and keeps team members on track

## Honors and Awards

**Persistent Pursuit: Lamb School Co-curricular Engagement** | April 2021

**Purdue OUR Scholars** | Aug 2020 – May 2021

**2021-2022 Mortar Board Cover Contest Winner** | Nov 2020

**Purdue Polytechnic Institute Undergraduate Conference Winner** | May 2020