JENNIFER FITCH

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EDUCATION

BACHELOR OF FINE ARTS
WEB DESIGN + NEW MEDIA
Academy of Art University
San Francisco, CA
Graduated **2015**

The Academy of Art provided me with a solid foundation in web design, information architecture, user experience design, usability testing, general design thinking and HTML/CSS/PHP. Additionally, it included graphic design, font design, motion graphics, digital imaging/photography, screen printing and art history.

TECHNOLOGY LEADERSHIP
eCornell - Online
To be complete Dec **2024**

This certificate will help me improve my work performance, communication strategy, collaboration skills, time management and provide me with advanced techniques for delivering projects and delegating tasks. Currently attending.

WORK EXPERIENCE

WEB DESIGNER
(Front-end Developer &
Project Management)
2015–Present
Cal Poly Humboldt
Arcata, CA

Since 2015, I have been a key member of the Marketing & Communications web team. I co-administer our Drupal 7 codebase (upstream) which includes a portfolio of 200+ websites. Currently, I am project managing our transition from Drupal 7 to Drupal 10. Before taking on this role, I planned, designed and launched many high traffic campus websites and have built roughly 1/3 of the current Drupal 7 portfolio.

During the course of each website project I do initial planning, run discovery meetings, organize research tasks, do research, conceptualize with wireframes, create content inventories, build information architecture, organize complex sitemaps, design interactive Figma prototypes, assign tasks to clients and editorial, collaborate with the campus photographer, and copyedit text to make content more user friendly.

My other responsibilities include conceptualizing marketing emails, building emails in MJML, offering ongoing technical maintenance and support to our clients, completing complex site redesigns, and organizing in person (or zoom) training sessions.My other responsibilities include user training, Drupal security maintenance, email marketing and general University web strategy. Working here has given me a love for higher education and a greater respect for the creative process.

WEB & GRAPHIC DESIGN
Studio 1062
2008–Present
Humboldt County

I run a freelance business that does web & graphic design for non-profits and small businesses. My work here has given me collaboration skills, WordPress theming, client management, project management, branding, print marketing and non-profit business structure.