

# Jennifer McPherson

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## Personal Profile

I am a web development professional with an avid imagination, an enthusiasm for creativity, and a positive disposition. With over ten years of graphic design, web design and freelance illustration experience I eager apply the skills I have acquired in my personal, academic, and business endeavors.

## Education

**Bachelor of Computer Science in Web Development, Baker College, Flint MI**

**Graphic Arts Certification, Newaygo County RESA, Fremont MI**

## Professional Experience

### **CU\*Answers, Programming Team March 13, 2017 to Current**

GOLD Developer for CUBASE, on the GOLD Team

- ★ Work with VP Lending team to develop custom forms for clients
- ★ Use LegaSuite to build and edit GOLD and custom panels and screens
  - Write and adjust scripts and OIS Objects
  - Design panel layouts
  - Test and program front end design
- ★ GOLD redesign of multiple and new themes for a more modern/clean interface
  - Redesigned and optimized over 1,000 images
    - Utilize Font Awesome for new icon sets
  - Edit XML files
- ★ Updated procedure and training documentation

### **Create and Craft, Craft Retail, Inc. March 25, 2015 to December 30, 2016**

Web and graphic designer for CreateAndCraft.com, ecommerce and advertising team.

- ★ Designed promotional and product graphics for email campaigns, web, and television.
  - Daily and Weekly email ad design
  - Website carousel, banner, and mini graphics
  - Monentate banners and ads
  - Social media banners and ads
- ★ Custom responsive HTML templates and email forms for ExactTarget
- ★ Cross platform email testing for web standards and layout accuracy.
  - Utilize Email on Acid
- ★ A/B email testing for email design/layout functionality
- ★ Helped improve email marketing revenue and conversion rates
  - Helped grow email marketing channel revenue by 78% in 2016
- ★ Developed monthly promo logos for the web and TV
- ★ Created promotional flyers for print
- ★ Custom graphics and illustrations for downloadable event promotions
  - Party Downloads
  - Valentines Day Downloads
  - Easter Downloads
  - Halloween Downloads
- ★ Front End Web Design creating product/promotion landing pages
- ★ Developed mobile friendly landing pages utilizing HTML, CSS and Bootstrap
- ★ Tattered Lace product packaging redesign
- ★ Developed file system for organizing and sharing creative assets

- ★ Worked with team members to develop design standards, typography, and messaging for CreateAndCraft.com
- ★ Lead designer for Disney promotional campaign

**Intern at Braathe Enterprises August 8, 2014 to February 22, 2015**

A remote web development internship with a focus on front-end design in WordPress and WIX.

- ★ WordPress and WIX template customization, content updating, editing, management, and graphic design
- ★ Developed and improved websites to client specifications
- ★ Actively communicated with clients remotely through Skype, phone and email.
- ★ Designed company logos
- ★ Created custom graphic elements for print and the web
- ★ Addressed editing and file conversions for Adobe .pdf and Microsoft Word .docs.
- ★ Produced business brochure layouts, typesetting and design

**Senior Freelance Writer/Editor for Techgage.com June 2005 - January 2013**

Worked with website owner and manager to develop technical reviews of PC peripherals, hardware, and software. Job duties entailed:

- ★ Emailing owner and clients about products, review content, and questions
- ★ Writing in depth reviews of PC peripherals, hardware, software and platform games
- ★ Worked extensively with Wacom and art based software, such as Anime Studio

**Interests and Key Skills**

- ★ Advanced experience using Microsoft Word, PowerPoint and Excel
- ★ Advanced experience using Adobe Photoshop, Illustrator, Dreamweaver, and InDesign
- ★ Enjoys hand coding HTML, CSS, PHP, and JavaScript
- ★ Experiences with ExactTarget and e-commerce practices
- ★ Responsive template editing and development for ExactTarget, WordPress and CMS systems
- ★ MySQL database creation, structure, and management
- ★ Over ten years of private website and social media management
- ★ Digital and traditional freelance illustration utilizing composition, color, lighting, and perspective
- ★ Multimedia artist - digital and traditional art and illustration
- ★ PC enthusiast - building and troubleshooting systems
- ★ Always studying to learn more, and stay on top of current practices