jennifer haven

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Summary

Driven professional with broad technical skill set. Excellent communicator experienced in interpreting and implementing customer visions for websites and departmental goals. Ability to multi-task and juggle multiple projects simultaneously and meet deadlines. Thrives in collaborative, team based environments.

Technical skills:

Web Development languages: HTML, CSS, SASS, Bootstrap, Liquid
Scripting languages: Javascript
Content Management Systems: Shopify, Wordpress, Four51/PageFlex
Version control: Git
Adobe Creative Suite - Photoshop, Illustrator, Indesign. Strong troubleshooting skills, familiar with cross-browser and cross-platform issues. Comfortable with either PC or Mac.

Soft skills:

Interpersonal communication
Time management
Problem-solving / Troubleshooting
Active listening
Verbal and written communcation

Education

Bachelor of Arts, May 1995 | Concentration: Graphic Design; Northern State University, Aberdeen, SD

Professional Experience

2020 - Present   **Lauriebelles Boutique, Tea/Sioux Falls, SD**
                        Web Designer / Graphic Designer

Worked closely with Lead Back End Developer to convert design wireframes into liquid templates within Shopify e-commerce custom theme application, debugged code, improved website performance and user experience, collaborated with teams to design, build, test and improve website. Developed reusable code to be used in multiple modules, created responsive web pages and ensured scalability of front end elements by optimizing for loading speed and performance, worked with departments to meet team goals and business objectives. Implemented and maintained mobile application which resulted in a 80% increase in mobile traffic and sales revenue. Created custom content push notifications to stimulate user engagement, engage users and increase conversion rates. Met regularly with vendors to discuss strategies for performance to both website and app.

2015 - 2020   **carsforsale.com, Sioux Falls, SD**
                        Manager of Webit Graphics Department/Lead Workflow Coordinator/Front-End Web Developer

Worked closely with multiple departments and design teams to provide efficient and effective work flow strategies for maintenance of over 1,200 custom designed websites. Provide services including web design and development, logo design and SEO best practices. Perform Quality Control checks and creative direction on web sites completed by the design team. Designed sites from start to finish using HTML/CSS and Bootstrap 4 framework. Create complex graphics and professional designs for a variety of businesses, organizations, professionals and individuals.

2009 - 2019   **Web Haven, Aberdeen, SD**
Freelance Web Designer / Graphic Designer

Provided design and multimedia services to a variety of clients. Services included web design and development, logo design, graphic design including banners, custom signage, print collateral, email marketing templates, corporate branding templates, marketing materials such as postcards, magazine ads, flyers and posters, social media branding and design including weekly promotions, contests, sales, or special events, e-commerce store design, setup and integration, content management system design and integration (wordpress, drupal), HTML/CSS and Javascript/jQuery coding, search engine optimization.

2011 - 2015   **Western Printing, Aberdeen, SD**
Front End Web Developer / Senior Graphic Designer

Duties included setup of a pre-packaged ecommerce store that contained custom designed themes based on customer's company specifications. Maintained and promoted websites with monthly specials, including weekly/monthly email campaigns, coupons, web banners, and videos. As graphic designer, designed and produced a variety of marketing collateral including: full-color catalogs, business cards, conference banners, posters and brochures. Strong understanding of pre-press and production output standards.

2009 - 2011   **McQuillen Creative Group, Aberdeen, SD**
Front End Web Developer

Duties included developing prototype designs into fully functional websites, utilize front-end development technologies such as HTML/CSS, and JavaScript to enhance interactivity, coordinate domain registrations, DNS changes and registrar transfers, provided search engine optimization / submission services, custom WordPress theme design and development, troubleshooting and client support for website issues, general maintenance, and mail.

2005 - 2009   **Northern Valley Communications, Aberdeen, SD**
Web Designer / Graphic Designer

Professional web site development for customers all over the United States. Duties included designing and maintaining web sites, creating custom web graphics and layouts. Some web programming (PHP, ASP.Net, Javascript), script installations, logo design, animated banners, copywriting and content creation, testing and debugging web sites. Worked closely with marketing department on designing print items - brochures, posters, print and web advertisements, catalogs. Managed multiple projects in different stages of development. Demonstrated an eager willingness to learn and use new technology.

2002 - 2005   **Western Printing, Aberdeen, SD**
Web Designer / Graphic Designer

Main duties included creating custom graphic design pieces for direct mail advertising, signage, posters (both for larger format printer and tabloid), brochures, catalogs, and logos. Close customer relations as well as a good working relationship with co-workers. Handled custom design pieces for a wide variety of hotel chains that required particular attention to detail. Maintained company web site. Trained designers on use of Photoshop and Freehand.