



jennmarcum
designer & developer

profile

Interactive and traditional designer with more than eleven years professional experience. Brings enthusiasm, versatility, and a passion for visual communication. Can balance multiple projects, tight deadlines, and budgets. Built a creative department from the ground up. Extensive experience in all areas of design including web, print, and packaging. Is able to lead as well as take direction, learns quickly, is a team player, and can identify and execute the correct design solution for any target audience.

Get in touch



Address:
4659 Alabama St. #4
San Diego, CA 92116



Phone:
(517)-927-1870



Website:
www.jennifermarcum.com



Email:
jen@jennifermarcum.com



Linked In:
www.linkedin/in/jennmarcum

experience

Scentco, Inc. - Santee, CA (2006-Present)

Creative Director (2010-Present)

- Led UI design on company website in 2017, which led to a 23% increase in online revenue in the first year
- Design mockups and wireframe prototypes for new sites and pages on existing company websites. Using Illustrator, Photoshop, and Sketch.
- Work directly with operations at our factories overseas to approve all specs on artwork, molds, and packaging.
- Drive the design and execution for our Scentco, Disney, Marvel, Nickelodeon, and DreamWorks products.
- Coach, manage, and develop a team of seven designers/developers.

Senior Graphic Designer (2006-2010)

- Built six of the company websites that generate online revenue.
- Created retail packaging for products resulting in increased retail sales in major retailers, including Barnes & Noble, Michaels.
- Designed printed materials including brochures, postcards, and direct mailing pieces.
- Implemented social media campaigns and contests, resulting in increased website traffic.

Freelance Designer/Developer - San Diego, CA (2008-present)

Designer & Developer

- Create corporate identity packages to help companies build their brand.
- Design, develop, and maintain company websites.
- Execute designs for company menus, brochures, signage, etc.

Consumers Energy - Lansing, MI (2004-2006)

Customer Service Representative

- Conducted client management to help customers understand, reduce, and pay their monthly bills.
- Identified client needs to make appropriate product and service sales.
- Accelerated promotions from CSR level one to three within only two years.

skills

Mac/PC	E-Commerce	Node.js
Illustrator	Javascript/JQuery	React.js
Photoshop	MySQL	Packaging
Dreamweaver	CMS (Wordpress)	Corporate Identity
InDesign	Sublime	Photography
UI/UX	Git	Overseas Production
HTML/CSS	Github	

education

The Art Institute of CA - San Diego (June 2010)

Bachelor of Science - Graphic Design

Honor Roll 2006-2010

Merit Award 2008-2010

UC San Diego Extension - The Coding Bootcamp (Feb. 2018)

Full Stack Developer