Jennifer Marcum
Visual Designer

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Profile

Visual designer with more than twelve 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 UI/UX, coding, and print. 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.

Education

The Art Institute of CA
San Diego (2010)
Bachelor of Science - Graphic Design
Honor Roll 2006-2010
Merit Award 2008-2010

UC San Diego Extension
Trilogy Coding Bootcamp (2018)
Full Stack Developer Certification

General Assembly (2019)
User Experience Workshop

Connect

Linked In:
www.linkedin/in/jenmarcum

Dribbble:
https://dribbble.com/JMarcum

Experience

2006 / Present

Scentco, Inc. - Santee, CA

Creative Director (2010-Present)
- Led UI redesign for company website in 2017, resulting in a 21% increase in online revenue. Coded using HTML, CSS, Javascript, Bootstrap, WordPress.
- Design mockups and wireframe prototypes for new sites and pages on existing company websites. Created using Illustrator, Photoshop, and Sketch.
- Drive the design and execution for our Scentco, Disney, Marvel, Nickelodeon, and DreamWorks products.
- Coach and develop a team of eight designers/developers.
- Manage and organize all project deadlines.
- Work directly with operations at our factories overseas to approve all specs on artwork, molds, and packaging.

Senior Visual 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, and BestBuy.
- Designed printed materials including brochures, postcards, and direct mailing pieces.
- Implemented social media campaigns and contests, resulting in increased website traffic.

2008 / Present

Freelance Designer/Developer - San Diego, CA

Designer & Developer
- Create corporate identity packages to help companies build their brand.
- Design, code, and maintain company websites. Using HTML, CSS, Javascript, Bootstrap, WordPress, and WooCommerce.
- Execute designs for company menus, brochures, signage, etc.

Skills

Illustrator	CSS	Github
Photoshop	E-Commerce	Node.js
InDesign	Javascript	React.js
Sketch	JQuery	Packaging
InVision	Wordpress	Branding
UI/UX	Sublime	Typography
HTML	Git	Photography