



# Jennifer Marcum

Visual Designer & Developer

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📍 San Diego, CA

## Profile

Visual designer & developer with more than thirteen years professional experience. Brings enthusiasm, versatility, and a passion for visual communication. Built a creative department from the ground up. Extensive experience in all areas of design including UI/UX, front-end development, 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. Can balance multiple projects, tight deadlines, and budgets.

## 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.com/in/jenmarcum](http://www.linkedin.com/in/jenmarcum)

### Dribbble:

<https://dribbble.com/JMarcum>



## Experience

2019  
Present

### MedPB - Darien, CT (remote)

#### Senior Visual Designer / Front-end Developer

- Delivered an improved CX after diagnosing pain points in the user journey and creating a customer self-serve portal fully integrated with our existing CRM.
- Spearheading creation of design system in efforts to address company wide inconsistency in design elements, allowing us to mature and scale more efficiently.
- Create mobile-first websites for our clients that has delivered a 30%+ increase in speed score(average 90%+ GTMetrix) and driven a conversion rate of 8%+.
- Drove process modernization by creating an improved responsive user experience, using custom coded WordPress themes built on the Bootstrap framework.
- Conduct user research using A/B testing, resulting in a 2% increase in our optin offer lead generation.
- Bring my expertise to help address the more critical customer impacting issues on help tickets, reducing server downtime and saving company resources.

2018  
Present

### Pin Pin Pals - San Diego, CA

#### Co Owner

- Launched a distinguished brand in a competitive market in a short two years, landing us a spot in the largest pop culture convention in the world, Comic Con.
- Our high quality designs and products gained attention from one of the top brands in the industry, Funko, resulting in a partnership designing products together.

2006  
2019

### Scentco, Inc. - Santee, CA

#### Creative Director

- Led UI/UX redesign for company website in 2017, resulting in a 21% increase in online revenue. Coded using HTML, CSS, Javascript, Bootstrap, WordPress.
- Designed mockups and wireframe prototypes for new sites and pages on existing company websites. Created using Illustrator, Photoshop, and Sketch.
- Drove the design and execution for our Scentco, Disney, Marvel, Nickelodeon, and DreamWorks brands.
- Coached and developed a team of eight designers/developers.
- Managed and organized all project deadlines.
- Worked directly with sales and marketing teams to plan business goals and initiatives.



## Notable Freelance Projects

### Teradata

Graphic Design: Marketing

### Mike Hess Brewing

Branding & Packaging

### Bat Bridge Ent.

Website



## Skills

Illustrator	InVision	E-Commerce	Sublime	Node.js
Photoshop	UI/UX	Javascript	Git	SEO
InDesign	HTML	JQuery	Github	Slack
Sketch	CSS	Wordpress	React	Dialpad