



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

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