



Jennifer Marcum

Product Designer & Frontend Engineer

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📍 San Diego, CA

Profile

Hybrid Product designer & FE Engineer with more than fifteen 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, frontend engineering, 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



Experience

2021
Present

eSpark - Chicago, IL (remote)

Product Designer / Frontend Engineer

- Improved product sign ups by 200% on homepage after identifying user pain points through research, usability testing, resulting in a new sign up flow.
- Spearheaded creation of design system in efforts to address company wide inconsistency in design elements, allowing us to mature and scale more efficiently.
- Delivered wireframes and prototypes for our new Freemium model, resulting in a weekly 38% YoY increase and 20% cumulative increase in sales leads.
- Led marketing site modernization, including a CMS switch, Svelte component library creation, and custom-built WordPress theme built on Bootstrap leading to a 28% increase in our Google Lighthouse score (72 to 100).

2019
2021

MedPB - Darien, CT (remote)

Senior Visual Designer / Frontend Engineer

- 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.
- Created 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.
- Conducted user research using A/B testing, resulting in a 2% increase in our optin offer lead generation.

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.
- Drove the design and execution for our Scentco, Disney and Marvel brands.
- Coached and developed a team of eight designers/developers.



Skills

Adobe CC	UI/UX	HTML	VSCode	React	SEO
Figma	Design Systems	CSS	Git	E-Commerce	Slack
Wireframing	User Testing	Javascript	Github	Shopify	Intercom
Prototyping	Bootstrap	Typescript	Svelte	Wordpress	HubSpot