

Jennifer McDermott
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Portfolio site: <http://jennifermcdermott.dyndns.info/>

OBJECTIVE: Design and build Web site(s) optimized for excellent user experience.

ACHIEVEMENTS

Enabled company to win contract worth a quarter-million dollars by coding Web site to comply with ADA Section 508 specifications for handicapped accessibility.

Saved company roughly \$3000 by authoring HTML for page templates designed by contractor, and by teaching Software Engineer to code accessible HTML for online application.

CORE COMPETENCIES

Focused on user experience; design usable, accessible Web sites
Author valid, cross-browser, accessible HTML and CSS
Write client-side Javascripts
Create Flash animations
Create original graphics in Photoshop and Illustrator

Collaboration with cross-functional teams
Usability testing
Page content and report writing
Management and supervision of other staff
Teaching and coaching

WORK HISTORY

Thomson Prometric (formerly Capstar, formerly Exporior Assessments), 2001 -2006
Nation's largest provider of licensure and certification testing to governmental agencies, corporations, and associations

Designed, built, and maintained corporate Web site of 400+ pages: Gathered requirements, created prototypes, consulted with managers on revisions, created Javascripts, graphics, and Flash animations, did user testing; coded ASP script for visitor contact form; over time, findability of candidate materials improved by over 100%.

Spearheaded revamping of Continuing Education sections on both corporate and secure sites: Collaborated with Lead Customer Service Rep and Director of Continuing Education to rewrite using Flesch Reading Scale to simplify copy by one to three grade levels; redesigned user interface of online applications, conducted user tests, consulted with Software Engineer to integrate new interface with database requirements. Complaints and questions to call center staff decreased markedly after release of new design.

Audited accessibility of corporate and secure sites, presented findings at cross-functional team meeting, redesigned corporate site to comply with ADA Section 508 requirements, coached Software Engineer in revising online app interface for accessibility.

Did QA to ensure that site content was always timely and accurate, by myself as well as in conjunction with technical writers, program managers and directors, Director of Communications, Director of Continuing Education, call center staff, IT staff, and other concerned parties.

Wrote internal reports as well as published site content, reported server statistics on site visits and candidate materials downloads, sampled visitor emails to measure content findability, researched and chose Application Service Providers for link checking service and site search engine, maintained site search engine.

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WORK HISTORY

Supplemental paid employment, 2005 – 2006

St. Louis Park and Hopkins community education programs

Taught evening classes in Basic HTML and Web site competitiveness in community education programs

Volunteer activities, 2006

Redesigned Troopnet login page on Iraq and Afghanistan Veterans Association site; currently helping a friend do organic search engine optimization for her retail site

eNetpc, 1999 -2001 (company no longer exists)

Manufacturer and wholesale/retail vendor of PC hardware

Maintained Javascript product configurators, took digital photos of products and converted to Web graphics, wrote simple Cold Fusion applications, coached coworker in Photoshop

QuikPages, Inc. (now Innuity), 1996 – 1999

Provider of content and hosting services for small business Web sites

Interviewed customers to gather requirements, authored HTML, did search engine optimization, counseled customers on online promotion

Career prior to 1996

- Inside and outside business-to-business sales and telemarketing, sold computer aftermarket products, office supplies, qualified prospects, set appointments for sales reps
- Designed and presented training for staff of medical and habilitation facilities in MN and ND, supervised direct care and middle management staff in programs for Developmentally Disabled, wrote habilitation plans, planned and implemented recreational activities
- Did graphic design and layout for various printing firms in Chicago area
- Taught art in Chicago public schools

EDUCATION

Bachelor of Arts degree, Roosevelt University, Chicago IL
Certificate in Managing People in Human Services, University of Minnesota Extension Program
HTML and computer skills training, Premier Computer Training, Edina, MN
Basic ASP, New Horizons Training, Richfield MN