

# jenn whiting

Versatile digital designer with experience building meaningful, user-driven digital experiences from concept to completion. Focused on purpose-driven design that builds connection and community, with demonstrated ability to build simple, attractive solutions for complex design problems. Proven innovator who uses critical thinking and questioning, empathy, and technology to create effective connections with collaborators and end-users alike.

## SKILLS

UI/UX Design | Learning Experience Design | Web Design | Front-End Dev | Layout | Design Systems | Prototyping | Web Accessibility | Art Direction | Brand Strategy & Identity | Project Management

## TOOLS

Adobe Creative Suite | Multiple CMS platforms | HTML and CSS | Sketch | Abstract

## EXPERIENCE

### Web Designer, REI Co-op

August 2016 – April 2020

Built and maintained pages for REI's Expert Advice website, driving the design from early-stage concepts all the way through final delivery and publication. Applied digital and visual design skills to bring innovative changes to how Expert Advice web experiences was delivered:

- Provided front-end dev support and published content using multiple CMS platforms and web technologies.
- Supported all aspects of the digital experience by establishing standards for styles and interactions, creating prototypes, producing web layouts and templates, art direction, and editing of photos and videos.
- Collaborated cross-functionally to develop new technological approaches to the web experience.

### Freelance Digital Designer, JNW Creative

September 2014 – Present

Design and development of websites and branding solutions for small businesses and organizations.

- Conduct market and user research; develop site maps, task flows, wireframes, and UI style guides; build sites using CMS platforms; and improve sites with custom code.
- Run brand discovery workshops with clients; create full logo suites, brand guidelines, and other business collateral.

### Faculty Assistant & Researcher, Seattle Central Creative Academy

September 2014 – June 2016

Provided technical support for faculty and students.

- Curated educational material for student design projects, including the generation of copy and content, producing video tutorials for AfterEffects instruction, and content research for faculty.
- Assisted faculty and students with technology and production lab equipment.

## EDUCATION

### Web Accessibility Management

Deque University, in progress

### Graphic Design, UX/UI

Seattle Central Creative Academy

### Civil & Environmental Engineering

University of South Florida