

# JEN MORRISSEY

## EDUCATION

MARCH 2018 - JUNE 2018

### **General Assembly**

User Experience Design Certification. Washington D.C. Campus.

AUGUST 2002 - MAY 2006

### **American University**

B.A. in Graphic Design (Print) with a minor in Education Studies.

## WORK

APRIL 2015 - PRESENT

### **Senior Web Designer · Well & Lighthouse, LLC**

Responsible for designing and developing a variety of digital marketing products including full websites, microsites, animated and static display advertising, email and social media graphics, and other collateral. Lead brand creation, development, and implementation across a diverse client list. Collaborate across multiple departments to ensure design standards and best practices for technical implementation of web and digital products. Oversaw junior designer.

FEBRUARY 2007 - DECEMBER 2014

### **Program Communications Specialist · Nat'l Association of College & University Attorneys**

Designed and developed all print and web-based material for educational programs, including: topic-related illustrations, program websites, publicity e-mails, program books for annual conferences, and other collateral. Coordinated with staff, member volunteers, and vendors. Played a large role in vendor selection, project management, developing and implementing new online tools and resources, finding new ways to increase program engagement, content auditing and strategy, and reviewing web analytics.

MAY 2006 - FEBRUARY 2007

### **Design Instructor / Design and Media Consultant · Facilitating Leadership in Youth (FLY)**

Developed and taught a design curriculum for teens at a summer camp. Created an annual newsletter, designed material for various fundraisers and campaigns, and worked with youth to develop marketing and design elements for their youth-run business.

## VOLUNTEER

JUNE 2009 - PRESENT

### **Industrial Areas Foundation (IAF) - Various Affiliates**

Through a combination of volunteering and freelancing, I've worked with various local affiliates of IAF: to photograph events and public actions; design and maintain a simple Wordpress site for the Youth Power Network; design annual reports and newsletters, materials for various campaigns (get-out-the-vote, fundraising, issue awareness, etc.). Participated in a non-creative capacity through fundraising campaigns, trainings, meetings, actions, etc.

## PROJECTS

NOVEMBER 2009

### **New Communities Youth Retreat Documentation**

Photographed a two-day youth retreat sponsored by the Office of the Deputy Mayor for Children, Youth, Families and Elders. The retreat, part of a larger public planning process, gave youth living in Anacostia (specifically Barry Farm and Park Chester) a chance to voice opinions about the redevelopment process in a unique, youth-friendly way. Designed a corresponding follow-up booklet documenting the retreat and a summary of youth input.

DECEMBER 2006 – MARCH 2007

### **Anacostia Smithsonian Internship**

Worked with a group of eight Anacostia teens to facilitate the production of a short video exploring youth stereotypes in Anacostia. The film was conceptualized, scripted, and filmed by youth as part of a collaborative effort between FLY and the Smithsonian Anacostia Community Museum. Winner of DCTV's Youth Award for Most Creative Programming.

## SKILLS

**Code:** Extensive knowledge of HTML5/CSS3 and latest techniques including FlexBox, CSS Grid, and CSS animation. Intermediate knowledge of JavaScript/jQuery, Wordpress, 508 compliance. Familiarity with Sass/Scss, Bootstrap, JavaScript frameworks (Angular/React), XML, SQL, Visual Basic, and Classic ASP.

**Email:** Strong knowledge of responsive email coding/development, testing tools such as Email on Acid and Litmus, and implementation across various marketing platforms such as MailChimp, Constant Contact, and Blue State Digital.

**Design:** Extensive experience with Adobe Illustrator, Photoshop, InDesign, and XD. Familiarity with Sketch and prototyping applications like InVision. Google Web Designer.

**Office:** Microsoft Office (with expertise in Word, Excel, and PowerPoint) and Access.

**Photography:** In addition to several professional freelance photography jobs, many of my photos have appeared in local blogs and been in exhibits with FotoDC and DC State Fair.