JEN BRIGHAM
{Front-End Developer & Designer}

I'm a Front-End Developer and Designer with over 6 years of WordPress theme development. I'm experienced in all stages of the web development process - from sales and project scope creation, architecture and design, and deployment and maintenance. Being a hybrid developer/designer has taught me to design while being thoughtful of development needs and to develop with consideration for design — making sure every pixel is perfect.

EXPERIENCE

GRUEN AGENCY - MINNEAPOLIS, MN
MANAGER, WEB DESIGN & DEVELOPMENT
March 2015 - Current

NOTABLE ACCOMPLISHMENTS:

- Built the Web Development department from the ground up
- Established department vision, strategy, and function — including processes, procedures, and role definition
- Skilled in identifying opportunities for growth in existing and new projects
- Grew Web Development department revenue by 80% from 2017 to 2018

CORE RESPONSIBILITIES INCLUDE:

Leadership

- Communicate project status and relevant issues to leadership and account teams in a clear and concise manner
- Provide direct reports with well-defined job expectations, ongoing performance feedback, accurate and timely performance appraisals, training, and mentoring

Department Management & Growth

- Lead and ensure effectiveness of cross-functional teams responsible for achieving program success
- Manage department initiatives and goals such as P&L, strategic planning, and procedures
- Establish processes and scope definition between Business Development and Web Development departments in order to ensure project profitability
- Create all web build proposals — including project requirements, timelines, goals, and scope
- Manage hosting environment — including staging, backups, ssls, and security

Front- End Developer

- Develop websites using custom WordPress themes and Genesis framework
- Strong knowledge of WordPress, HTML, SASS, and CSS
- Working knowledge of PHP, Javascript, Grunt/Gulp, and jQuery
- Perform website audits — assess usability, responsiveness, debugging issues, page speeds, browser compatibility, and technical SEO issues
- Manage plugins and modules to integrate additional functionality and third party tools with WordPress
- Manage , inherit, and maintain Wordpress websites post-launch, working collaboratively with internal teams (SEO, PPC, and Social) to implement the tools they need in order to launch their programs (i.e., tracking pixels, Google Analytics, Google Tag Manager)
- Improve website performance through insights gathered from Google Analytics data and Google Optimize tests
- Manage, transfer, and edit DNS records for websites and smtp email set up and tracking

Designer

○ Develop Information Architecture - Create Sitemaps and Wireframes
○ Design Lead — Design clean, responsive websites, microsites, landing pages, and forms
○ Graphic creation for digital advertising, marketing collateral, and social media creative

MIGHTY MEDIA - MINNEAPOLIS, MN
GRAPHIC DESIGNER & FRONT-END DEVELOPMENT
March 2013 - March 2015

CORE RESPONSIBILITIES INCLUDED:

Designer

○ Designed clean and responsive websites for authors and publishers
○ Designed digital assets for social marketing and advertising
○ Wrote, designed, and created concepts for non-fiction children's books
○ Designed book covers for local publishers

Front-End Developer

○ Developed websites using Wordpress, HTML, CSS, PHP, JavaScript, jQuery, and Bootstrap frameworks
○ Troubleshooting issues, and debugging code to ensure cross-browser compatibility and accessibility requirements
○ Manage, transfer, and edit DNS records for launch websites and SMTP email set up and tracking

DAKOTA JAZZ CLUB - MINNEAPOLIS, MN
GRAPHIC DESIGNER
2011 - 2013

ALLIANCE FRANÇAISE - MINNEAPOLIS, MN
GRAPHIC DESIGNER
2009 - 2011

EDUCATION

UNIVERSITY OF ST. THOMAS *2005 - 2009*
Bachelor of Arts / Advertising Creative Track / Business Minor

MINNEAPOLIS COMMUNITY & TECHNICAL COLLEGE *2011-2013*
Web Development and Design Certificates

WORKFLOWS

Sublime, Transmit SFTP, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Basecamp, Browserstack, Slack, 1password, Sitebeam, Screaming Frog, Slickplan, ImageOptim, Mamp, Local by Flywheel, Wunderlist, Google Drive (Docs, Sheets, Slides), Google Chrome Inspect Element, ACF, Gravity Forms, Genesis Framework, Yoast SEO