

KIRSTEN JAHN RICHARDSON

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SUMMARY

- Design websites that attract the eye, ecommerce websites that convert customers, landing pages that elicit customer response, marketing emails that hook the reader, banner ads that stand out on a page, and a variety of print materials
- Code websites that are cross-browser compatible and emails that render accurately across major clients
- Strong oral and written communication skills
- Ability to effectively manage projects and work on multiple assignments under deadline

EXPERIENCE

Senior Designer

allwebcafé, Berwyn, Pa. (February 2013-present)

- Design of client websites with a focus on user-centered design
- Conduct wireframing, site mapping, and information architecture for responsive web projects
- Implemented new quality assurance testing process
- Researched and developed new internal responsive web design process
- Collaborate with internal development team and advise on usability and code best practices
- Accounts worked on: Home Smart, JSP, Entellus, Quench, HTH Worldwide, Secant Medical

Director of Creative Services

DMi Partners, Philadelphia, Pa. (November 2007-February 2013)

- Design, implementation, and maintenance of client websites using HTML/CSS/JS in an ASP.NET MVC environment
- Production and optimization of email campaigns and banners
- Led creative direction of company materials: business cards, handouts, and t-shirts
- Coordinator of company's tradeshow presence and appearance
- Creative lead on: Tastykake, Mitchell & Ness, eCollegeFinder, RH Reward
- Promoted continually from Junior Web Designer to Web Designer to Senior Web Designer to Director

Freelance Designer & Front-End Developer

Kirsten Jahn Richardson, Ambler, Pa. (2002-present)

- Start-to-finish design and implementation of websites, email campaigns, instructional videos, print newsletters, posters, flashcards, and promotional direct mail pieces
- Current clients: Specialty Health Education, Inc., Frank J. Tornetta School of Anesthesia, Anthracite Railroads Historical Society, Inc., Quakertown Train Station Historical Society

EDUCATION

Canisius College, Buffalo, NY, Class of 2007

- Bachelor of Science in Digital Media Arts; Minor in Business Management
- Overall GPA: 3.94/4.00
- Alpha Sigma Nu Jesuit Honor Society, DiGamma Honor Society

SKILLS

Adobe Photoshop	●●●●○
Adobe Illustrator	●●●○○
Adobe InDesign	●●●●○
HTML	●●●●●
CSS	●●●●●
JQuery	●●●○○
ASP.NET	●○○○○
PHP	●○○○○
Final Cut Pro	●●●○○
Adobe Premiere	●●●○○
Adobe After Effects	●○○○○

Please check out my online portfolio at:
www.kirstenjahn.com

VOLUNTEERISM

Coach

Wissahickon HS Robotics Team #341, Ambler, Pa. (2003-present)

- Guide students in the use of both photo and video production equipment as well as graphic and web design software
- Helped team achieve highest honor in the competition, the *Chairman's Award*, in 2010
- Coordinate and direct video reinforcement for annual "Ramp Riot" competition event
- Design and maintain website with student assistance

Board Member, Secretary

Anthracite RR Historical Society, Inc., Lansdale, Pa. (1996-present)

- Design and maintain website
- Manage other media projects such as books, websites, and flyers
- Volunteer at events, conventions, and locomotive restoration
- Consult on best ways to reach members through social media