WENDY ROTHER

WEB | GRAPHIC | UI & UX DESIGNER

Gainesville, Florida

wendyrother5@gmail.com
904-599-2046 mobile

SKILLS & EXPERIENCE Include: UI Design, Responsive UI Design, Marketing Materials & Branding, Infographics, Typography & Page Layout, Cohesive UI Design (for multiple related applications), Wireframes, Interaction Design, Information Architecture, HTML5/CSS3, High & Low fidelity Prototyping, AGILE Methodology, Site Maps & Storyboards. TOOLS Include: Adobe Suite, Office Suite, Various text editors & Protoshare

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Recently RELOCATED to Gainesville, FL |
wendyrother5@gmail.com | 904.599.2046

Certifications

Certified Usability Analyst

Human Factors International - Certified Usability Analyst
#2015-5387

Education

BA - Graphic Design — St Augustine, FL

Flagler College

Digital Design — Pittsburgh, PA

Art Institute of Pittsburgh

Experience

Graphic Designer, Marketing Department

BASF Chemical – Wall Systems

Jacksonville, FL
Dec 2014 - Jun 2015

CONTRACTOR - While adhering to brand guidelines, and supporting corporate strategies and communication goals; I produce, edit and develop artwork for electronic and print materials, offer creative design solutions to marketing team, using InDesign, Photoshop and Illustrator, I create print-ready technical literature, brochures, packaging designs and presentation materials.

Graphic & UI/UX Designer

Florida Blue

Jacksonville, FL
Feb 2014 - Jun 2014

CONTRACTOR: I worked within a UX team, and along with internal partners, to produce user interface designs for website applications. I was involved in the design of new and changing applications from requirements gathering and definition, to wireframes and prototypes. I was required to express concepts, make suggestions and supply solutions through screen mockups, information architecture, wireframes and high-fidelity prototypes created in Photoshop, for web-based applications and marketing presentations. I conceptualized and illustrated new features, enhancements, and content of existing websites while striving to maintain the integrity of the current designs and solutions.

Creative UI/UX Designer

RF-SMART a division of ICS

Jacksonville, FL
Dec 2013 - Jan 2014

CONTRACTOR: I used my UX/UI studies, along with market research and my many years of design experience in order learn the user's end goal, job mentality and objective at hand for the RF-Smart product. Then I designed an intuitive, logical, easy to use, great-looking interface option and user experience plan for the application that they were developing.

Graphic & UI/UX Designer

Allstate Benefits

Jacksonville, FL
Dec 2012 - Nov 2013

Working within company guidelines and specific corporate brand parameters, I was responsible for creative design for web applications used within business. I was a key player on a task force and created front-end mockups and website user interface mockups, including coming up with new features for usability and user experience. I continually maintained and adhered to the standards of Allstate Corporate, while pitching designs to be used for Allstate Benefits. I worked extensively with CSS, HTML and Photoshop to code user interfaces. Working seamlessly within a team and on my own.

Graphic & Web Designer

WRD

Jacksonville, FL
Jan 2006 - Jul 2015

While not working for other companies, I had my own freelance business where I created many varieties of graphic design -- including brochures, corporate identity, fliers, info-graphics, marketing materials, presentation designs and posters, as well as various types of digital photo manipulation. I have also created, designed, developed and maintained websites.

Designer, Website Editor

Web.com

Jacksonville, FL
Jan 2011 - Apr 2012

Utilizing the company’s proprietary tool, I worked in two departments:
Quality Control: I edited websites for grammar, content, design elements, color and graphic choices. I also cross-reference the customer’s requests with the designer’s and copywriter’s choices, and analyzed the final website to make sure all of necessary information was included.
Website Design: I designed over 450 websites. Considering the customer’s requests and the copywriter’s text, I designed websites by choosing and manipulating all graphics, selecting colors, images and fonts, creating a key visual and making sure everything worked together to formulate a cohesive and user-friendly website. I worked remotely, for both departments, as the needs of the company stipulated.

Graphic Artist

Pixelphish Interactive

Savannah, GA
Oct 2006 - Aug 2007

I created and continued work on various multimedia and eLearning projects using Flash, Dreamweaver, Illustrator, Photoshop, PowerPoint, among other programs, for this multimedia and eLearning development company

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