

Wanda Jenifer

(301) 946-3090

jeniferlynn07@gmail.com

Skills Summary

Web & Multimedia Specialist with 15+ years of hands-on technical and production experience: Excellent client-facing communication skills; excellent project management skills; and expert use of industry production tools, like: Photoshop, Illustrator, Flash, InDesign, Dreamweaver, and Final Cut Pro.

Also a champion of social media/internet tools and technologies: FB, Twitter, Flickr, WordPress, Drupal, SharePoint, jQuery, Google Analytics, HTML5/CSS3, etc.

Portfolio URL: <http://www.jeniferdesign.com>

Professional Experience

Web Manager, *Defense Media Activity, Navy Production*, Fort Meade, MD

Jan '12 - Present

- Serve as the Web Manager/Designer of the U.S. Navy's official website, www.navy.mil.
- Main responsibilities are the design, development, maintenance and support of the website which is the primary source for news, information and reference for all members of the U.S. Department on the Navy.
- Advise and coordinate with software developers and code writers to develop, enhance and maintain the functionality of the website. Ensure full 508 compliancy.
- Create special project websites from conceptualization to final launch: design, code, manage and support the micro sites and its mobile adaptation, if applicable. Oversee the design, "look and feel," and branding of all web products.
- Work with Navy public affairs leadership and public affairs personnel worldwide to publish timely news about Navy activities around the globe. News is also read, and relied upon, by external media outlets.
- Responsible for all inquiries about the website, both, internally and externally. Information posted on the website represents the Navy's official position on significant issues and may have major impacts on the general public as well. The site is updated on a continuous basis.

Web Specialist, *Department of Defense Education Activity (DoDEA)*, Arlington, VA

Apr '10 - Jan '12

- Served as the principle web designer for this field activity of the Office of the Secretary of Defense. Responsibilities included the design, development, maintenance and support for: <http://militaryk12partners.dodea.edu> & <http://www.dodea.edu>.
- Collaborated with senior management to develop social media strategies and its implementation. Manage online social media accounts on Facebook, YouTube, SchoolTube and Flickr.
- Responsible for web production life cycle, from concept to final launch, designed, produced, managed and supported the public-facing websites, micro sites, and mobile applications for this activity.
- Used skills in visual design and user-friendly navigational procedures to create and develop professional level site designs and along with a functional information architecture in accordance with published 508 accessibility guidelines.

Senior Web Designer/Developer – *Federal Communications Commission, (contractor), Washington, DC*

Feb '99 - Jun '08

- Designed, managed, supported agency Intranet portal & its applications.
- Lead the creative direction in front-end user interface (UI) design, for the LAMP (Linux + Apache + MySQL + PHP/Perl) based applications. Managed complete life-cycle production.
- Worked closely with client, gathered technical/business requirements. Managed content, designed graphics, hand-coded standard-compliant XHTML/CSS, developed micro sites and planned the information architecture for 10,000+ Web pages.
- Managed and produced multimedia and interactive packages/components using Flash, jQuery and video-editing technologies. Produced standard design concepts and ensured cross-browser capability.
- Worked in team environment; insured site 508 compliancy, used various validators, JAWS, ACCVerify. Increased Intranet site usage and hits 100%.

Graphic Designer – *through Aquent & Engine Performance, Washington, DC*

Since 1996

- Plan, design and produce a full gamut of design and production projects – Web sites, micro-sites, print, new media, video production/editing, Flash ad banners, e-newsletters, site maintenance, etc. Brainstorms, develop/sketch wire frames, produce complex visual communication products.
- Install and configure client content management systems. Modify, customize and develop Drupal and Wordpress themes and modules.
- Expert-level production skills: Photoshop guru, professional-level InDesign user, concept to production full-life cycle development.
- Expert on web technologies and social media: setup client blogs, Twitter and Facebook accounts, digitize and capture audio/video using Final Cut Pro, install widgets, Create Flickr photo sharing accounts, develop RSS feeds and viral marketing campaigns.

Technical Summary

- Production/Digital: Adobe Photoshop, Dreamweaver, Flash, InDesign, Final Cut Pro, etc., video editing, script writing, etc.
- Development: HTML5/XHTML/CSS3 (hand-code), XML, ActionScript, JavaScript/jQuery, PHP and mySQL. Customize/develop sites with Drupal, WordPress and Joomla.

Education

- **M.A. Journalism (multimedia concentration)**, *American University, Washington, DC*
- **Graphic & Digital Design Certificate (post-baccalaureate)**, *Maryland Institute College of Art, Baltimore, MD*
- **B.S. Business Administration – Advertising concentration**, *University of Baltimore, Baltimore, MD*

References

Available upon request.