



MELISSA FUERST

Senior UI/UX Designer
Graphic & Web Designer
Front End Developer

Location:

Cleveland, Ohio

Cell Phone Number:

440 - 655 - 9529

Online Portfolio:

melissafuerst.com

Email:

melissajenkins623@gmail.com

LinkedIn:

linkedin.com/in/melissajfuerst/

PROJECT MANAGEMENT

- PivotalTracker
- GIT
- Jira
- Basecamp
- Trello
- Confluence
- ProofHQ

SPECIAL SKILLS

Adobe Suite & XD, Figma & Sketch	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
Mac, PC, Microsoft Products	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
GIT	<div style="width: 80%; height: 10px; background-color: #c0392b;"></div> <div style="width: 20%; height: 10px; background-color: #2c3e50;"></div>
Mobile optimization / Responsive coding & Email Development	<div style="width: 100%; height: 10px; background-color: #c0392b;"></div>
HTML, LESS, CSS, Bootstrap	<div style="width: 95%; height: 10px; background-color: #c0392b;"></div> <div style="width: 5%; height: 10px; background-color: #2c3e50;"></div>
JavaScript & PHP	<div style="width: 30%; height: 10px; background-color: #c0392b;"></div> <div style="width: 70%; height: 10px; background-color: #2c3e50;"></div>
Front end development in WordPress & Drupal	<div style="width: 80%; height: 10px; background-color: #c0392b;"></div> <div style="width: 20%; height: 10px; background-color: #2c3e50;"></div>

EXPERIENCE

1/2021 **Senior UI/UX Designer**

Present **CFI**

Worked Remotely

- Designing mockups & wireframes for website, internal web applications, user interfaces, & mobile applications
- Front end development and WordPress Elementor
- Conducted Virtual Interviews with users: gathering user feedback for mobile applications optimizations, & new functionality.
- Analyzing of data with Google Analytics & Hubspot
- Using: Figma, Adobe Creative Suite, & coding with Visual Studio Code. Coding: HTML, CSS, LESS, & Bootstrap

5/2011 **Web Designer, UI/UX, & Developer**

Present **Freelance**

Worked Remotely

- Designing mockups & wireframes for websites, emails, user interfaces, save the dates & invitations
- Front end development, Analyzing of data with Google Analytics
- Using: Adobe Creative Suite, & coding with Visual Studio Code. Coding: HTML, CSS, LESS, & Email Development

7/2016 **Web Designer & Developer**

7/2019 **DataStax**

Worked Remotely

- Designed mockups & wireframes for websites, Front end dev for Drupal themed website
- Mobile optimization, designing, coding, code cleanup for DataStax websites, & SASS environments
- Analyzing data: Crazy Egg, Google Analytics, & Drupal data
- Conducted Virtual & In-Person Interviews with users: gathered user feedback for website optimizations, & new functionality.
- Analyzed data, optimized UI and UX, & creating new ways to increase lead generation conversion rates all based findings.
- Created strategy, roadmaps, & setting up jiras
- Using: Adobe Creative Suite, Sketch, & coding with PHP Storm. Coded: HTML, CSS, LESS, Bootstrap, & JS



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6/2015 **Front End Developer & Web Designer**

7/2016 **American Greetings**

- Front end development coding of emails & website pages
- Performed maintenance on WordPress blogs including upgrades, plugins, & new functionality
- Mobile optimization designing & coding for: emails & websites to increase lead generation conversion rates
- Used Oracle platform for websites. Email platforms used: Adobe Campaign & Exact Target (SalesForce)
- Using: Adobe Creative Suite Photoshop, InDesign & Dreamweaver. Coding: HTML, CSS, Email Development

1/2014 **Technical Designer**

6/2015 **Fathom Delivers Agency**

- Designed mockups & wireframes for emails
- Front end development coding of emails & landing pages
- Mobile optimization designing & coding for: emails & websites to increase lead generation conversion rates
- The go-to person to fix rendering issues in any email
- Email platforms used: BlueHornet, Exact Target (SalesForce), Knotice, Pardot
- Using: Adobe Creative Suite Photoshop, InDesign, Dreamweaver, Illustrator. Coding: HTML, CSS, Email Development

2/2012 **Graphic Digital Interactive Designer**

1/2014 **Vendors Exchange International**

- Designed mockups & wireframes of user interfaces for touch screen vending machines
- Designed the design to go around the vending machines
- Project manager of the orders of touch screen machines
- Maintenance of Drupal website including front end development & updates
- Using: Adobe Creative Suite Photoshop, InDesign, Dreamweaver, Illustrator. Coding: HTML, CSS

5/2011 **Graphic Designer**

2/2012 **SparkBase**

- Designed mockups & wireframes for gift card artwork, user interface for the Paycloud mobile app
- Maintained WordPress website: front end styling & updates
- Using: Adobe Creative Suite Photoshop, InDesign, Dreamweaver, Illustrator. Coding: HTML, CSS

EDUCATION

8/2007 **Cuyahoga Community College**

5/2011

- Triple Associates Degree in Applied Business of Visual Communications & Design in Graphic Design, Interactive Media, & Advertising & Design