



MELISSA FUERST

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

**Remotely Working
Since 2016**

Location:

Brunswick, Ohio

Cell Phone Number:

440 - 655 - 9529

Online Portfolio:

melissafuerst.com

Email:

melissajenkins623@gmail.com

LinkedIn:

[linkedin.com/in/melissajfuerst/](https://www.linkedin.com/in/melissajfuerst/)

PROJECT MANAGEMENT

- Jira
- Basecamp
- Trello
- Confluence

SPECIAL SKILLS

Adobe Suite, XD, Figma & Sketch

Mac & PC

GIT

Mobile optimization, Responsive coding & Email Development

HTML, LESS, CSS, Bootstrap

Front end development:
WordPress, Drupal, JS & PHP

EXPERIENCE

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

Present **CFI**

- Designing wireframes & mockups for website, internal dashboards, & mobile apps. Front end development in WordPress
- Worked with stakeholders & developers:
 - Lead conversions for mobile apps & corporate websites
 - Create roadmaps & new functionality for mobile apps, dashboards, & websites
 - Design & create campaigns for driver engagement
- Conducted Virtual Interviews with users: gathering feedback for mobile applications, new functionality and dashboards
- Optimize websites and apps based on data and feedback
- Analyzing of data in Google Analytics & Hubspot
- Programs: Figma, Adobe Creative Suite
Visual Studio Code: HTML, CSS, & Bootstrap

7/2016 **Web Designer & Developer**

7/2019 **DataStax**

- Designed wireframes & mockups for websites
- Front end development in Drupal
- Worked with stakeholders & developers to optimize websites.
- Conducted Virtual & In-Person Interviews with users: gathered feedback for websites & new functionality
- Analyzed data in Crazy Egg, Google Analytics, & Drupal. Optimized UI/UX and creating new ways to increase lead generation conversion rates all based findings. Then created strategy, roadmaps
- Programs: Adobe Creative Suite & Sketch.
PHP Storm: HTML, CSS, LESS, Bootstrap, & JS

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

7/2016 **American Greetings**

- Front end development: WordPress websites, branded emails & Oracle websites.
- Worked with stakeholders & developers to optimize emails & websites. Reformatted code & designs to increase lead gen & conversion rates.
- Programs: Adobe Creative Suite
Visual Studio Code: HTML & CSS
Adobe Campaign & Exact Target (SalesForce)



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1/2014 **Technical Designer**

6/2015 **Fathom Delivers Agency**

- Designed mockups & wireframes for emails & landing pages
- Front end development coding of emails & landing pages
- The go-to person to fix rendering issues in any email
- Worked with clients & developers to optimize emails & websites. Reformatted code & designs to increase lead gen & conversion rates.
- Programs: Adobe Creative Suite for design, HTML, & CSS
BlueHornet, Exact Target (SalesForce), Knotice, Pardot

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
- Programs: Adobe Creative Suite
Visual Studio Code: HTML & CSS

5/2011 **Graphic Designer**

2/2012 **SparkBase**

- Designed mockups & wireframes for gift card artwork & UI/UX for the Paycloud mobile application
- Front end development in Wordpress
- Programs: Adobe Creative Suite
Visual Studio Code: HTML & CSS

FREELANCE

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

- Present
- Designing mockups & wireframes for websites, emails, user interfaces, mobile applications, save the dates & invitations
 - Front end development in Wordpress and Drupal
 - Analyzing of data
 - Programs: Figma & Adobe Creative Suite
Visual Studio Code: HTML, CSS, & LESS

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