

## Career Highlights

### At Conklin Company:

- As lead member of cross-functional team, coordinated efforts of design, communications, marketing, and IT professionals to enable launch of new Website design by designated deadline;
- Led team's identification of target market segments and organization of content for target-focused pages;
- Collaborated with Communications Director on design of Information Architecture for distributor partition of site; process we created captured 300 new distributor signups, at zero cost of sales

### At Experior/Capstar/Prometric

- Authored html/css code to comply with Section 508 of Americans with Disabilities Act, allowing handicapped access to site, resulting in company landing contract worth \$250,000 per year;
- Collaborated with Director of Continuing Education to revise content of user-facing CE section of site; resulted in increased penetration of site and fewer information-only calls to call center

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### Independent Consulting, 2013 - 2017

- Did presentations on search engine optimization and current Google ranking factors at the Small Business Digital Marketing Summit and the Twin Cities Cold Fusion User Group
- Consulted on user research and user experience issues with principals of nonprofit environmental organization
- Advised local painter on search engine optimization for her portfolio site
- Recorded oral histories of 5 people who programmed computers and/or experimented with particle physics in the '50s, '60s, and '70s, published on You Tube at <https://www.youtube.com/channel/UCcK1BFH36zQGZjSlp-6C4eg> (Digital Oldtimers)

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## Job History

### Conklin Company, Shakopee MN: January 2007 – January 2013

*(company manufactures roofing systems, agronomics and animal nutrition products, vehicle aftermarket products, and vitamin supplements.)*

#### User Experience Design

- Created/collaborated with Art Director and others on wireframing of updated content;
- Collaborated with Communications Director on Information Architecture design;
- In collaboration with cross-functional team, streamlined workflow of online shopping cart;
- Personally did user testing with live subjects of shopping cart and distributor lookup form, also used usertesting.com service;
- Designed interface of integrated site search feature which queries product catalog, Webpages and internal search engine;
- Designed information architecture and user interface for online library, in collaboration with ColdFusion programmer;
- Revised back-end coding of Flash movie on home page to show text for users of iPhones

#### Coaching/Training

- Helped distributors sell product by heightening public visibility of product documentation, culminating in online documents library with public and private options;
- Educated distributors on using Web presence, via Webinars, email blasts, writing instructional content for Website and e-newsletter

#### Writing/Content Creation

- Wrote Help pages and FAQs;
- Created/updated sitemap;
- Wrote user instructions for checkout section of shopping cart;
- Designed content architecture for and coded Press Room/Media page

Jennifer McDermott  
612.803.2582 ♦ kttymartyr866@gmail.com  
Portfolio: <http://www.jennymcdermott.com/>

### **Use of Social Media**

- Obtained 40 new followers for Twitter account after I took it over;
- Collaborated with Art Director and product managers on posting updates to corporate Facebook pages and Twitter account;
- Used Google Alerts to find mentions of Conklin in forums and blogs, notified product managers of significant mentions;
- Used Google Reader to find articles to link to from Facebook pages

### **Thomson Prometric (formerly Capstar, formerly Experior Assessments), St. Paul, 2001 - 2006**

*(All 3 companies design and administer tests to candidates for state/county/municipal licensure in insurance, real estate, and other professions)*

#### **User Experience Design/Web Design and Coding**

- Designed and built out 4 versions of the experioronline.com site;
- Interviewed stakeholders to gather requirements;
- Observed primary users in the field, using current site build;
- Identified audience segments, analyzed visitor feedback to improve online informational content;
- Made prototypes of site architecture, navigational structure, and user interface, presented at interdepartmental team meetings;
- Ran one-on-one user tests, coached coworker in user testing;
- Created graphics, Javascripts, and Flash movies, coded pages in html and css;
- Coded visitor contact form in ASP, created Flash movies for help pages for contact form;
- Reviewed and evaluated usability of Continuing Education section of informational site and online database interface;
- Collaborated with Director of Continuing Education, Lead Customer Service Rep, and Software Engineer in rewriting content and redesigning user interfaces;
- Coached Software Engineer in authoring Section 508-compliant code

### **eNetPc, Inc., Eden Prairie, 1999 -2001** *(Company no longer in business; it built customized pcs and hosted Websites for distributors)*

- Maintained html, css, and Javascripts on two corporate sites;
- Took digital photos of products and converted them to Web graphics;
- Designed reseller Web site template and created individual sites;
- Trained other Web designer in Photoshop and Paintshop Pro;
- Maintained liaison with copyright enforcement people at Intel Corporation;
- Optimized search engine rankings of one Web site;
- Wrote simple Web applications using Cold Fusion and Access;
- Wrote copy for company intranet

### **Quik Pages, Inc., (Now Innuity, Inc.) Minneapolis, 1996 – 1999** *(Company originally produced Websites for small businesses, it's morphed into provider of payment processing services)*

- Gathered customer requirements by phone and helped them write first draft of site copy;
- Designed pages using standard templates as well as original designs;
- Wrote metatag keywords and descriptions;
- Scanned and enhanced photos sent by customers for use on their sites;
- Modified existing site designs;
- In collaboration with tech support team, advised customers on site promotion, usability, and design;
- Submitted new design of Quik Pages home page to several dozen search engines;
- Tested search engine placement of selected Quik Pages sites;
- Wrote report on results for company intranet

Jennifer McDermott  
612.803.2582 ♦ kttymartyr866@gmail.com  
Portfolio: <http://www.jennymcdermott.com>

### **Technical Expertise**

I can hand-code responsive cross-browser, cross-platform html5, css, Javascript and jQuery; proficient in Photoshop, Dreamweaver, Illustrator, Acrobat, and Flash; use open-source equivalent of PowerPoint

### **Education**

Bachelor's Degree in Art Education, Roosevelt University, Chicago, IL  
HTML authoring courses at Premier Computer Training, Edina, MN  
Lab course in Active Server Pages scripting, New Horizons, Richfield MN