

CONTACT

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SUMMARY

Experienced graphic designer focused on innovative solutions for web and print. Background in web UI and UX, requirements documentation, concept and prototyping. Understanding of web production, software development and content management system implementations. Strong project and program management skills. Excellent interpersonal skills with the ability to communicate with business and technical teams, and manage client relationships and executive-level communication.

EMPLOYMENT HISTORY

FOLIO DESIGN STUDIO, Owner/Designer - Petaluma, CA 2017 – present

- Print and web design for small business and non-profit clients.
- Etsy shop owner.

KIBO COMMERCE (Formerly MarketLive), Sr. Program Manager - Petaluma, CA 2015 – 2017

- Designed and developed new site features, including marketing landing pages, micro sites, and customer dashboards.
- Managed software development in a fast-paced, high-impact environment, adjusting to continually shifting priorities.
- Monitored project scope and schedules to ensure timely delivery and escalation of business-critical issues.
- Oversaw RFP responses, requirements definition, project estimates, contract negotiations and financial approvals.
- Single point of contact for a key strategic client - responsible for overall team management and account satisfaction.

MARKETLIVE, Sr. Project Manager - Petaluma, CA 2007 – 2015

- Oversaw creative design, requirements validation, application development, data integration, quality assurance, launch and delivery for eCommerce system implementations, major site redesigns and custom feature releases.
- Generated UI specifications and mockups, including wire-frames and high-fidelity prototypes.
- Implemented data integrations for product content and imagery.

QUINN INTERACTIVE, Project Manager/Web Producer – San Francisco, CA 2005 – 2006

- Managed a project portfolio for a small design agency focused on web site redesigns, eCommerce search solutions, and content management system implementations.
- Defined and documented business requirements, including wire-frames, prototypes and site mock-ups.
- Developed product data integrations.

THOMSON LEARNING – Director of Marketing Technology - Belmont, CA 1998– 2004

- Managed web application and CRM data system initiatives for the Academic Sales and Marketing Group.
- Produced a portfolio of Sales and Marketing web properties for both internal and external audiences.
- Creative director for marketing email campaigns and survey research program.

RECYCLING RESOURCE, Marketing Manager - San Francisco, CA 1995 – 1997

- Defined the corporate brand strategy, designed print and web deliverables, corporate branded attire and employee uniforms.
- Developed and administered community outreach and elementary education programs.
- Developed and executed a comprehensive Marketing plan for a start-up green business.

EDUCATION

Bachelor of Arts (with Honors), Environmental Studies - University of California, Santa Barbara

TECHNICAL SKILLS

Adobe Creative Cloud– Illustrator, Photoshop, InDesign; Microsoft Office Suite, including Project and Visio; Salesforce.com, Basecamp, WordPress, SquareSpace, and various eCommerce and content management systems.