

JESSICA SUTICH

248 Walden St. Apt. 3
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jessica.sutich@gmail.com

SKILLS

- Graphic design, web design, front-end development, writing, editing
- Advanced to expert skills with the following software applications— Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, QuarkXPress, Microsoft PowerPoint, Word, and Excel
- Web development skills in HTML/XHTML, CSS, Javascript, PHP, Wordpress, MySQL

WORK EXPERIENCE

Freelance Web Designer / Front End Web Developer

May 2009–Present

Designing and developing sites from ground-up both working from Photoshop files from outside designers as well as creating from my own design. Creating sites for clients using templates and plug-ins to provide clients with customizable a la carte options depending on their needs. Creating sites using Dreamweaver and hand coding HTML/XHTML, CSS, Javascript and PHP. Working in a MAMP environment. Creating sites using Wordpress as a CMS. Developing websites and testing for cross-browser compatibility in local, development and production. Trouble-shooting cross browser issues and develop sites to comply with W3C standards. Improving traffic to sites using SEO/SEM. Set up Google Analytics for tracking site use and analyze results.

Web Designer /Email Designer

Elderhostel/Road Scholar, Boston, MA

September 2008–April 2009

Primary designer for web-redesign for an experiential travel business aimed at older travelers. Hired to update the look and feel of the website for more user interactivity and to update design with CSS. Responsible for being informed on current web design and web development theories to create a website that meets the need of users in various demographics. Using UI usability best practices led the redesign of program searching and sidebar navigation. Created email campaigns and associated landing pages. Redesign emails and newsletter to streamline email marketing and deliver a more targeted marketing message. Use industry best-practices for email marketing. Work with a marketing team to test new design ideas and analyze results using quantitative measures. Work with a design team to keep site consistent with company brand and message. Work with IS team to increase capability for site personalization and interaction for users including a social network for trip participants to share trip experiences.

Marketing and Communications Coordinator

Hostelling International, Somerville, MA

June 2007–September 2008

In the capacity of graphic designer, designed, and wrote copy for print collateral including the annual report, event materials, print ads, newsletters, and promotional materials. Negotiated contracts with print vendors. Developed a new marketing plan for print collateral to ensure that materials met the highest environmentally sustainable standards to match the organization's vision. Created website graphics including my own photography. Maintained website updating as necessary. Conceptualized, designed and wrote copy for on-line marketing collateral including e-newsletters and email blasts. Created a strategic marketing plan to increase business at the cape and island hostels. Worked with Program and Education Director and Development Director to enhance marketing strategy for programs and fundraising. Developed a social networking presence and strategy. Wrote press releases to increase visibility for the organization. Secured booths at festivals and organized materials and volunteers to create a stronger local presence for the organization.

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WORK EXPERIENCE, CONT'D

Graphic Designer

Aquent, Boston, MA

January 2006–May 2007

State Street Global Advisors: Creating presentations and direct mailings for a global company. Managing multiple projects with tight deadlines formatting, creating, and editing materials to meet corporate standards for branding and legal compliance. Maintaining a high level of customer service in communications with clients and presenters to ensure that projects run smoothly and the established confidence in the department is upheld. Managing a database of projects to provide a resource library easily accessible for future access.

Sopris West: Developed promotional materials for an educational services company including presentations, direct mailings, catalogs, ads, and email campaigns. Worked with printing vendors managing projects to ensure tight print deadlines were met. Edited materials to ensure content was appropriate for different audiences.

Graphic Designer

HayGroup, Boston, MA

February 2000–December 2005

Designed, edited, and produced print materials including catalogs, magazine ads, and other print collateral. Negotiated contracts with printers and other vendors for print production. Created website graphics including my own photography. Functioned as presentation specialist and developed templates and graphics for PowerPoint presentations for client proposals and program materials for leadership training programs. Worked to establish team unity and effectiveness during several corporate restructurings by maintaining flexibility and diffusing conflicts resulting in bolstered confidence in the changes. Created a strategic plan for workflow between several work teams. Interacted directly with clients to meet their diverse needs and to maintain a high level of customer service. Functioned as a project coordinator managing a team of production specialists and administrative assistants. Trained people of all skill levels to facilitate a more productive team. Managed materials and maintained a database of products. Acted as the contact person for accessing, updating, and standardizing materials for a global-wide company.

Graphic Designer

Good Sports, Dorchester, MA

February 2003–2004

Created print materials including letterhead, envelopes, and direct mailings for several benefits. Worked within the organization's limited budget to meet their needs for rapid turn around. Delivered pieces that matched the look and feel of the organization. Managed all aspects of this project including creation, editing, and print production.

Graphic Designer

Youth Tech Entrepreneurs, Malden, MA

February 2001–2002

Created materials for a rebranding campaign for a non-profit technology leadership program. Managed the project, created a time line, worked to create and edit materials, and negotiated a price with a printer to fit the small budget of the organization. Created print collateral including business cards, letterhead, envelopes and other promotional materials. Print collateral was featured in AlphaGraphics' promotional brochure.

ADDITIONAL SKILLS

Tutoring English and writing skills at Boston Latin for 7th–9th grade students

Research and grant writing experience working with children ages 2–15 and their families

Strong presentation and communication skills from experience as an improv and stand-up comedian

EDUCATION

Massachusetts College of Art, Boston, MA—Graphic Design Program

Colorado Outward Bound School month-long orienteering training

University of Rochester, Rochester, NY—B.A., Psychology, 1997