

Jennifer Willeck

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Web Designer

Technically-minded and innovative professional with over 15 years of experience crafting visually stunning and user-centric websites. Possessing strong educational background and recently completing a UX/UI design bootcamp. Skilled in transforming concepts into responsive and intuitive web interfaces. Excel in coding and implementing designs using HTML, CSS, and JavaScript to ensure seamless cross-browser compatibility. Well-versed in SEO techniques and proficient in using Google Analytics to optimize website performance. Track record of successfully leading various freelance projects within time constraints. Instrumental at identifying design challenges and providing innovative solutions to achieve project goals. Adept at collaborating with cross-functional teams to translate client requirements into engaging digital experiences.

Full Web Development Lifecycle/ Front & Back-End Development/UI/UX Design/Graphic Designing/ Wireframing /WordPress Design & Development/Stakeholder Engagement/Cross-Functional Team Collaboration/User Testing & Research/Web-Performance Optimization/Web Accessibility/E-Commerce Design

Technical Proficiencies

Design & Prototyping Tools: Figma, Miro, InVision, Corel Vector, Adobe XD, Canva

Web Development Tools: Visual Studio Code, GitHub, Bootstrap, HTML, CSS, WordPress, Cpanel, Trello

Digital Marketing Tools: Google Analytics, MailChimp

Career Experience

Willeck Web Design, Chaska, MN

2011 – Present

Web Designer | Business Owner

Optimize online performance by developing compelling and user-centric websites. Craft distinct brand identities tailored to individual clients. Monitor objectives, schedules, and outcomes in close collaboration with diverse stakeholders. Perform competitive analysis to create innovative websites. Ensure comprehensive site security and upkeep across all levels.

Key Clients:

- **Saint Paul Blackhawk Soccer:** Boost athlete registrations by 15% by enhancing user-friendly design and navigation.
- **Beyond New Beginnings:** Increased volunteer recruitment by 10% via implementation of SEO best practices and integration of MailChimp API.
- **SLO Health Center:** Achieved a 25% rise in new patient clients by increasing user engagement.

Site Revamp, Minneapolis, MN

2008 – 2011

Web Designer and SEO Strategist

Developed websites utilizing content management systems (CMS) such as WordPress, along with proficiency in HTML and CSS. Implemented search engine optimization (SEO) strategies and analyzed their performance. Delivered consistent website maintenance, security enhancements, and SEO support to clients.

Key Achievements:

- **First Page Google Ranking:** Achieved first-page Google search result rankings for the client's website by devising and executing organic SEO strategies.
- **Increased Marketing ROI:** Enhanced the client's marketing return on investment by conducting comprehensive keyword research and harnessing insights from Google Analytics data.

Education

Bachelor of Business Administration - Organizational Management

Viterbo University, La Crosse WI

Boot Camp Certificate in UX/UI Design

University of Minnesota, Minneapolis, MN