JENNIFER MEGAN RINGLER

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SUMMARY

Versatile Graphic and Web Designer with 15 years of experience creating impactful visual solutions for both enterprise teams and small business clients. Thrives in remote roles, taking initiative and communicating consistently. Always learning, always improving, and driven by a strong work ethic and passion for thoughtful, effective design.

SKILLS

- Adobe Creative Cloud
- HTML & CSS
- Web CMS
- Responsive Web Design

- ADA Accessibility Standards
- UX/UI Design Principles (Figma)
- Creative Problem-solving
- Adaptability and Eagerness to Learn

EDUCATION

West Virginia University	2015-2017	M.A. in Music Industry
West Liberty University	2005-2009	B.S. in Graphic Design

WORK EXPERIENCE

Sprouts Farmers Market, 2018 - Present
Senior Creative Design Specialist

- **Developed and executed innovative, user-focused web designs** for multiple stakeholders simultaneously, delivering projects on time in a fast-paced environment.

- **Created high-impact visuals and digital content** that increased site traffic, strengthened brand presence, and supported revenue-driving initiatives.

- **Ensured full compliance with mobile-first best practices and ADA accessibility standards**, improving usability for all audiences.

- **Designed wireframes, prototypes, and UI components** to support intuitive user journeys and seamless product experiences.

- **Optimized existing web pages** by enhancing load speeds, refining layouts, and improving overall site performance.

- **Managed ongoing website updates and content maintenance** to ensure accuracy, freshness, and alignment with brand messaging.

- **Collaborated across cross-functional teams and channels** to plan and implement campaign strategies, promotions, and digital initiatives.

West Virginia University, 2010-2018
Professional Technologist, II

- **Led end-to-end design execution** across print, digital, and web projects—from stakeholder discovery through final asset delivery.

- **Built and maintained 14 college websites**, supporting recruitment goals with intuitive design, clear communication, and consistent branding.

- **Supported the development and enforcement of brand guidelines**, ensuring cohesive visuals and messaging across all materials.

- **Created and managed social media channels and advertising campaigns**, driving engagement and amplifying institutional visibility.

- **Ensured all web deliverables adhered to ADA accessibility standards**, improving usability and compliance campus-wide.

- **Collaborated with external vendors** to oversee high-quality production and timely delivery of printed and digital assets.

REFERENCES
Available upon request.