
JENNIFER MEGAN RINGLER

WEB & GRAPHIC DESIGNER

CONTACT

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PROFILE SUMMARY

With over 15 years of progressive experience as a Graphic and Web Designer, I've been fortunate to work both as a team member in fast-paced, large business settings and as an individual working one-on-one with clients on their personal brands and products. I'm organized, proactive, and adaptable, with a fierce work ethic and a consistent desire to learn.

EDUCATION

2015 - 2017
WEST VIRGINIA UNIVERSITY

- M.A. in Music Industry

2005 - 2009
WEST LIBERTY UNIVERSITY

- B.S. in Graphic 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

REFERENCES

Available Upon Request

WORK EXPERIENCE

Sprouts Farmers Market 2018 - PRESENT
Senior Creative Design Specialist

- Developed and implemented innovative web designs for multiple stakeholders, simultaneously.
- Created compelling content and images, to effectively drive traffic to site, promote company's brand, and increase sales.
- Ensured compliance with industry standards such as mobile optimization and ADA web accessibility requirements.
- Created wireframes and user interface elements to ensure maximum usability.
- Optimized existing web pages by improving page load times and content layout.
- Provided continual maintenance of site content.
- Worked across multiple channels and teams in collaboration and implementation of campaign strategies and promotions.

West Virginia University 2010 - 2018
Professional Technologist II

- Led all print, digital, and web design projects, from stakeholder consultation to finished asset delivery.
- Built and provided site maintenance for 14 college websites, to further recruitment goals.
- Assisted in the maintenance of brand guidelines to ensure consistency across all materials.
- Created and developed social media presences and advertisement campaigns.
- Ensured compliance with ADA web accessibility requirements.
- Coordinated with external vendors to ensure quality production of design assets.