

JeffBlettner

Web/UI/Graphic Designer

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EXPERIENCE

2008-11

Web & UI Designer, Conversion Optimizer

Angie's List - Indianapolis, IN

- Served as head designer in marketing department in charge of designing new interfaces, front-end coding and A/B testing their impact
- Redesigned AngiesList.com for stronger brand identity, new design increased conversions by 14%
- Designed mobile version of AngiesList.com
- Designed and developed landing pages that improved pay-per-click conversion by 6%

2006-08

E-mail Manager, Graphic Designer

Angie's List - Indianapolis, IN

- First designer hired for Angie's List Marketing, helped grow marketing initiatives
- Designed, developed and delivered company e-mails to members, potential members and advertisers
- Wrote content and designed various marketing materials including print ads, flash ads, member brochures, direct mailers and landing pages

2005-06

Graphic Designer

OrthoIndy - Indianapolis, IN

- Designed/updated marketing materials and helped maintain corporate website

2004

Graphic Designer

Purdue Engineering Communications Office - West Lafayette, IN

- Personally oversaw print design projects from brief to production

2004

Graphic Design Intern

Baseline Magazine - Kent, UK

- Aided team with production of internationally respected typography publication

SKILLS

Design: Photoshop, Illustrator, InDesign

Web: Dreamweaver, Flash, Fireworks

Coding: XHTML, CSS, JQuery, Javascript, SEO best practices, PHP

CMS: Wordpress, Drupal, Kentico, e107

Analytics: Google Analytics and Ad Manager, Adobe Test & Target and SiteCatalyst

Office: PC and Mac systems, Excel, PowerPoint, Word

EDUCATION

2005

B.A. Visual Communications Design

Purdue University

3.7 GPA

HONORS

Outstanding Senior in VCD Award

President of AIGA Purdue Student Chapter