Sherri Hutchinson
Web Designer and Developer

// Experienced In

Web Design
UX Design
Web Development
Intranets
Client Portals
Custom Mobile APPs
Email Marketing
Social Media Customization
Logos
Brochures
Newsletters
e-Learning Modules
Training Videos

// Contact

sherrihutchinson@me.com
Skype: sherri.hutchinson1

// Experience

2012-2018 **Big Idea Creations** **Web and UX Designer**

Redesigned mobile APPs and games in Sketch, Axure and Unity.

Worked with clients to create websites, intranets, client portals, custom mobile apps, social media and marketing campaigns.

Created wireframe designs in Axure. Refaced games in Unity.

Presented to clients initial concept of design utilizing website usage tools such as Google Analytics, user experience and client feedback for websites, intranets, client portals and custom APPs.

All websites were created in HMTL or with a content management system such as WordPress and built to be responsive on all mobile devices.

Responsible for concept, design, HTML, Javascript, custom forms, search engine optimization, Google Analytics and Google Webmaster.

Wrote and edited content for websites, custom email campaigns and social media such as LinkedIn, Twitter and Facebook.

Problem solved issues with clients for streamlining back-office procedures in developing intranets and custom APPs for time management and inventory control.

Worked with IT, marketing team and users to facilitate development process and meet tight deadlines.

Addressed issues with current system or website and presented solutions to clients, staff and management in a clear and concise manner.

Created custom pages for social media accounts, curated content on a daily basis and ran Facebook ads.

Trained clients on website management and updates, social media and email campaigns. Created detailed training manuals with easy to follow instructions to give clients the ability to update their websites and manage their social media accounts.

Maintained websites, including optimization, updates and analytics.

Recommended improvements to websites and social media, based on marketing products and services, website optimization

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// Experience

2012-2018   **Big Idea Creations**   Web Designer and Developer

Created "expainer videos", YouTube channels, provided SEO optimization for videos and embedded videos in websites.

Managed blog articles and properly tagged articles for search engine optimiation.

Managed client expectations along with budget and deadlines to provide the best product in the given timeline.

Worked with clients across the country in the financial, solar, IT, medical, government, fitness and training industries.

1997-2012   **Design.com**   Web Designer and Developer

Designed websites, intranets, client portals, e-learning modules, online video training and email marketing campaigns for over 300 businesses in the financial, legal, medical, IT and government agencies.

Presented to clients initial concept of design utilizing website usage tools such as Google Analytics, user experience and client feedback for websites, intranets and client portals.

All websites were created in HMTL and CSS.

Responsible for concept, design, HTML, Javascript, custom forms, search engine optimization, Google Analytics and Google Webmaster.

Wrote and edited content for websites, custom email campaigns and social media such as LinkedIn, Twitter and Facebook.

Problem solved issues with clients for streamlining back-office procedures in developing intranets.

Worked with IT, marketing team and users to facilitate development process and meet tight deadlines.

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// Experience

1997-2012   **Design.com**   Web Designer and Developer

Addressed issues with current system or website and presented solutions
to clients, staff and management in a clear and concise manner.

Created online e-learning and testing modules along with training videos.

Maintained websites, including optimization, updates and analytics.

Recommended improvements to websites and social media,
based on marketing products and services, website optimization
and ease of use to bring the best return on investment.

1994-1997   **Wheat First Securities**   Graphic Designer/Web Developer

Designed, wrote, edited and proofread weekly and monthly
corporate newsletters using Quark Express.

Worked closely with analysts on the trading floor
to create content for weekly articles.

Worked with financial advisors to design brochures, mailers, and
promotional pieces, as well as content creation and editing.

Managed marketing campaigns for financial advisors, involving mailing
lists, designing custom mailer announcements, brochures and ads.

Designed the first corporate website in HTML and intranet in HTML and ASP.

Presented the first website concept and design to the board
of executives and top-earning financial advisors.

Was an active member of a technology and internet roundtable group
involving IT and web designers of top investment firms throughout
the country, which met in New York twice annually to dicuss issues
and share ideas in the technology and internet industries.

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// Education

| 2010 | Academy of Art | Web Design and New Media |
| 1985 | East Carolina University | Political Science |

WordPress	Axure	Illustrator
HTML5	Unity	Bootstrap
CSS3	Photoshop	jQuery
UX Design	Javascript	Social Media
Sketch	PHP	SEO

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