

JESSICA BAUMBERGER

jess@resolute-design.com

jessicabaumberger.com

(217) 891-2293

Web Strategy | AI Innovation | Digital Experience | UX Leadership

I help organizations create digital experiences that are easier to use, easier to discover, and easier to grow. Over the past 20+ years, I've led enterprise web strategy, AI innovation, user experience, and digital transformation initiatives that improve how people interact with digital products. I enjoy exploring emerging technologies, experimenting with new ideas, and partnering across marketing, engineering, analytics, and leadership to turn innovation into measurable results.

IMPACT

210%

increase in views

96%

lower bounce rate

58%

increase in users

76%

increase in applications

23rd to 9th

competitive search rank

95.8M

Google search impressions

3.8%

ChatGPT Ads conversion

160+

websites under enterprise strategy

EXPERTISE

Enterprise Web Strategy | UX Strategy | UI Design | Design Systems | Human-Centered Design | SEO / GEO | Accessibility | AI Strategy & Governance | Information Architecture | Analytics & Optimization | Digital Transformation | Executive Leadership

PROFESSIONAL EXPERIENCE

DIRECTOR OF WEB & DIGITAL STRATEGY at University of Illinois Springfield

NOV 2019 / PRESENT

- ▶ Lead enterprise web and digital strategy for 160+ websites, the UIS mobile app, and digital initiatives supporting recruitment, engagement, and student success.
- ▶ Directed the redesign and migration of uis.edu, increasing pageviews by 210% while reducing bounce rate by 96%.
- ▶ Increased website users 58% and applications 76% through UX, SEO, personalization, analytics, and conversion optimization.
- ▶ Developed personalized digital experiences that dynamically adapt content based on user interests.
- ▶ Established the university's first Generative Engine Optimization (GEO) strategy, improving visibility across AI search platforms through structured data, information architecture, and technical SEO.
- ▶ Launched the university's first public-facing AI Chat and built AI-powered workflows that automate reporting and improve operational efficiency.
- ▶ Drive enterprise optimization through analytics, UX research, A/B testing, heatmaps, SEO, accessibility, and conversion tracking.
- ▶ Lead information architecture, governance, accessibility, and digital standards across more than 160 websites.
- ▶ Partner with executive leadership, marketing, enrollment, IT, and academic units to align digital strategy with institutional priorities.
- ▶ Lead and mentor multidisciplinary teams while managing vendors, budgets, and enterprise web initiatives.

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ADDITIONAL EXPERIENCE

OWNER / DIGITAL STRATEGY CONSULTANT at Resolute Design **AUG 2004 / PRESENT**

- ▶ Advise organizations on enterprise web strategy, digital experience, AI, analytics, accessibility, UX, and content strategy that improves visibility and user experience.
- ▶ Built independent digital products including Choose Your News, a web application that utilizes AI to analyze news for sentiment, bias, and political leaning.

SUBCONTRACTOR at MFS&W **JUNE 2021 / JUNE 2026**

- ▶ Delivered enterprise UI/UX consulting, accessibility evaluation, digital strategy, chatbot solutions, technical writing, and web development for clients.
- ▶ Supported State of Illinois digital transformation initiatives including DoIT iLogin, Illinois Department of Employment Security AI Chat, and multiple website modernization projects.

WEB DEVELOPER / ADJUNCT at Millikin University **NOV 2014 / MAY 2021**

- ▶ Led a university website redesign and enterprise migration, improving user experience through accessibility, analytics, UX research, and continuous optimization.
- ▶ Developed mobile applications, AI chatbots, and automated marketing campaigns supporting student engagement and recruitment.
- ▶ Taught Foundations of Information Systems and Intro to Web Design and Development in the Tabor School of Business.

EDUCATION

University of Denver / 2019

M.S., Information and
Communication Technology

**American Intercontinental
University / 2006**

B.F.A., Visual Communications
& Digital Multimedia

**Robert Morris College /
2004**

A.S., Graphic Design

RECOGNITION & ACHIEVEMENTS

2025 UPCEA peer benchmarking: uis.edu ranked #1 in visual appeal/UI and #3 in transparency among 52 peer institutions (2025).

2023 Obtained MIT Designing and Building AI Products and Services 2023 Certificate

2023 Founded and co-chair the UIS AI Steering Committee while helping develop the university's AI Governance Framework.

TECHNOLOGY & METHODS

ANALYTICS & OPTIMIZATION Google Analytics | Google Search Console | Google AdWords | Microsoft Clarity | Siteimprove | Lighthouse | Optimizely | Usability Testing | Conversion Tracking

PLATFORMS AND DEVELOPMENT Drupal | WordPress | React Native | JavaScript | PHP | MySQL | HTML/CSS | Schema & Structured Data | Git | Adobe Creative Suite | Figma