

JESSICA BAUMBERGER

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EDUCATION

University of Denver
M.S. in Information &
Communication Technology
GPA: 3.93

**American Intercontinental
University**
B.F.A. in Visual Communications &
Digital Multimedia Design
GPA 3.78

Robert Morris College
A.S. in Graphic Arts
GPA: 3.92

SKILLS & TECHNOLOGIES

Composer	AI
CSS	Adobe Creative
HTML	Drupal
JavaScript	Drush
jQuery	Git
MySQL	Figma
React Native	SEO
Sass/LESS	UI/UX
PHP	WordPress

INTERESTS



EXPERIENCE

University of Illinois Springfield November 2019 - Present
Director of Web Services Springfield, Illinois

- Conduct A/B testing and heatmap monitoring while also utilizing data insights from Google Analytics, Search Console, and AdWords to improve site performance.
- Performs usability studies, content audits and nav tree testing to enhance user experience (UX), optimize SEO and raise the university's online profile.
- Monitors compliance with federal, state and university web standards for security and accessibility.
- Design, develop, and maintain Drupal core and contributed module updates, ensuring security and performance. Create custom modules to enhance functionality and meet project requirements.
- Manage budget and strategize on how to allocate funds.

State of Illinois Jan 2022 - July 2022
UI/UX Design Consultant Springfield, Illinois

- Designed UI mockups and prototypes for ILogin website and application interfaces using a design thinking approach.
- Completed an UI/UX audit on the IDEAS AI chatbot and made recommendations in gaps in responses and usability
- Developed the chatbot scripts and built-in responses for the new ILogin chatbot.
- Developed personas, use cases, & user journey maps
- Identify & resolve accessibility barriers following state compliance requirements.
- Quality assurance testing for usability, responsiveness & compatibility, across multiple platforms and devices

Millikin University Nov 2014 - May 2021
Web Developer/Adjunct Faculty Decatur, Illinois

- Perform usability tests, accessibility audits, A/B tests, and heatmap monitoring to improve site usability and performance.
- Developed the two mobile applications for Millikin University, MU2go, a hybrid app and MilliMojis, an emoticon native app, both launched on Google Play and the iOS App Store.
- Developed multiple AI chatbots and automated marketing campaigns to improve lead generation efforts.
- Adjunct Instructor for Intro to Web Design and Development and Foundation of Information Systems.

Resolute Design January 2006 - Present
Owner/Freelancer Springfield, Illinois

- Create static, ecommerce, and CMS websites and applications.
- Perform SEO and accessibility audits to improve site access and performance.
- Develop marketing plans and social media strategies to build brand awareness and increase engagement.

ACCOMPLISHMENTS

- Led the formation of the UIS AI Steering Committee and serve as Co-Chair (June 2023 - present).
- MIT Certificate in Designing and Building AI Products and Services.
- Secretary of the Academic Professional Advisory Council at UIS and Member of the Accessibility, Academic Technology, Policy, Internal Communications Committees.