

JODIE FERRER

jfnomiko23@gmail.com

<https://jodieferrerportfolio.com>

Graphic Design and Web Design

[HOME | Portfolio Site \(jodieferrer.wixsite.com\)](https://jodieferrer.wixsite.com) - Illustration/ Concept Art / Animation
Art Portfolio Website

Work Experience

Culture Trip/USNews (Bruntwork)

(Freelance)

WordPress Web Associate

Aug 2024 - Present

- Add files sent in by the multiple suppliers and parse it on Google sheets and add the reviewed information on the WordPress website accordingly.
- Edit and add graphics that will be needed for some webpages (Thumbnail edits, tables, etc.)
- Create, add, edit, launch, test and update web pages.
- Check for errors and write detailed reports for these errors to relay to the web developers.
- Configure WordPress features unique to the website architecture as instructed by the production and development teams.
- Attend and participate in daily and/or weekly meetings with developers, management and the production team.
- Exchange ideas with the production team to enhance efficiency in executing WordPress related tasks.

Tools Used:

Wordpress, Jira, Google Suite, Figma, Zendesk

Methodical (Inhabit)

(Freelance)

WordPress Web Developer

Aug 2023 - May 2024

- Successfully replicated and migrated over 10 static HTML/CSS websites to WordPress platforms, ensuring accurate transfer of content, design, and functionality for a real estate service.
- Edited and created design elements using Figma and Photoshop to match the design aesthetics and functionality of the original non-WordPress sites, including responsive design adjustments and SEO enhancements.
- Conducted thorough testing and quality assurance to identify and resolve issues related to site performance, cross-browser compatibility, and mobile responsiveness.
- Worked closely with on-shore agents and staff to understand client needs and preferences, providing regular updates and incorporating feedback to deliver high-quality, tailored websites.

Tools Used:

Wordpress: Gutenberg Builder, Astra Theme, Figma, Canva, Photoshop, Yoast SEO, Screaming Frog

VTEK

(Freelance)

UI/UX Designer

Dec 2023 - March 2024

- Study and analyze the old UI/UX that VTEK staff is currently using and the current UI/UX of the software that has been in development and the business process of the company based on the resources given by management.
- Create and present design proposals based off what I have gathered in my studies and analysis to improve the application in future developments.
- Conduct interviews, forms and feedback devices that gather primary and secondary user information to help with the UI/UX design development.
- Use the gathered information to develop a user friendly design for the software's prototype using Figma and other visual presentation applications and softwares.

Tools Used: Google Suite, Figma, Photoshop, Canva

Yanceyworks

(Freelance)

Copywriting and Web Design and development

March 2023 - May 2023

- Implement designs made by the main Graphic Designer. If the design is too difficult, correspond with the designer and come up with design solutions that intersect with what can be technically pulled off within the time constraint given by the project.
- Elementor skill: Leverage Elementor as the main tool for webpage building. Build dynamic and responsive websites with appealing layout and animation
- Intermediate skill in editing, updating, adding needed design and functional features using HTML, CSS and some Javascript especially for mobile view purposes.
- Proficient to expert level in using Canva and Adobe Photoshop for marketing and website content.
- Conduct testing and troubleshooting for all parts of the website from front end to SEO.
- Revise and fix errors on the wordpress sites that the client sends.

Tools Used:

Wordpress: Elementor, Figma, Canva, Photoshop

Wordpress Website designer

(Freelance)

Project Based

- Design website based on client description, references, brand guidelines and needs.
- Build rapport and correspondence with the outsourcing agent to be able to properly interpret what the client wants.
- Offer suggestions and share current web related best practices.
- Write website content for the client based on their business (Mostly for authors and artists)
- Work with middle-man branding and ad companies that help convey what the client wants for their website.
- Set up google analytics for the wordPress site.
- Add necessary plugins and features that the client might need depending on what their business is offering.
- Edit Content and photos for website upload

- Revise and fix errors on the wordPress sites that the client sends.

Tools Used:

Wordpress: Elementor, HostGator, Bluehost,

856G Gallery

April 2020 - May 2021

Part time Assistant Gallerist

- Research the different artists that the gallery was housing for more accuracy on the content that was being made about them.
- Create and Schedule social media posts to promote events, exhibits and artists.
- Conceptualize and actualize events that are held in the gallery space.
- Help set up art works for exhibits, expos and bazaars inside and outside of the gallery.

Children's Book Illustrator

June 3, 2018 - Feb 2022

Krutherford Outsourcing / Rutherfordmont

- Illustrating scenes provided by the client based on the art style that the client has chosen with their respective publisher.
- Interpreting what clients may want in their illustrations depending on their stylistic preferences
- Submitting the storyboard for each scene in the client's books.
- Revising Sample illustrations and storyboard based on client preferences.
- Meeting metrics that were implemented by team supervisors. These metrics were mostly for timeliness of deliverables and basic art composition standards.
- Participate and Enjoy company activities and functions.

Tools used:

Google sheets, Adobe Photoshop, Pen tablet/ Pen display

Web Builder/ Designer

Jan 9, 2017 - June 30, 2018

Mopro (Client Care/ Escalations team)

- Design and modify websites based on client request relayed by the representative that communicates with the client via call and email
- Make/ Edit logos and photos for the client (if necessary) using open source web materials
- Fix CMS bugs with HTML/ CSS/ Javascript workarounds if allowable by the proprietary CMS
- Listen to live calls while making live revisions
- Present practical, timely and efficient design solutions that will help the client and representative understand the technicalities of the platform they are working with
- Communicate with representatives from HQ (California) for special enterprise projects during the earlier stages of the Escalations team development, via chat and call
- Make sure personal performance is up to par with given metrics

Tools Used:

Company Proprietary CMS, Stack Overflow

Illustrator

(Freelance)

Project Based

- Making the scene list for the author based on the manuscript provided. This may be or may not be in collaboration with the author.
- Storyboarding the scene list and sending it to the author for approval and revisions.
- Drawing in the details and coloring for the approved storyboard and sending the finished illustrations for approval and revisions.
- Layout text for the book and submit to the author for approval and revisions.

Tools Used:

Clip Studio Paint, Adobe Photoshop, Adobe Illustrator, Adobe In Design

Concept art design, sprite animation, marketing illustration and graphic design

(Freelance)

Project Based

- Researching different inspirations and references that may be useful for the concept that the client is trying to bring to life.
- Designing and conceptualizing characters, environments and other visual items based on the client's story.
- Helping the client with the story details especially if they involve the art style.
- Providing illustrated deliverables collating different characters, settings, references and so on.
- Uploading sprite frames on Unity based on the character animation that was drawn.

Tools Used:

Clip Studio Paint, Adobe Photoshop, Unity 2D, Pen Display, Asana, Trello

Arkhold Innovations

Content Writer

June 10, 2015 - May 2016

- Writing web content for the client's website blogs, newsletters and brochures.
- Uploading web content via the Wordpress web builder the developer is using.
- Collaborating with developers when using apps and uploading content.
- Attend trainings for new technologies that may be implemented in the current and upcoming projects.
- Implementing Newsletter designs using HTML and CSS
- Writing proposal letters to offer new services to new and existing clients and other office documents

Tools Used:

Microsoft office, Wordpress (DIVI), Joomla

Virtual Staff Save

SEO writer

2016

- Creating informative and engaging content that is optimized for search engines with the keywords provided by the team lead. The keywords were based off of topics that were relevant to the client business that we were working with.
- Incorporating keywords strategically into the content, including in the headline, subheadings and body text while avoiding overuse and spamming.
- Making sure there are Internal and external links to increase site traffic.
- The metrics focused on making three 900 word articles, with good grammar and spelling while avoiding overuse or non-use of assigned phrases and words.

Tools Used:

Microsoft Word, Google Search