

JENA LASSITER
5751 W. Reality Loop
Coeur d'Alene, ID 83814

208.691.0016

jena@comgrowthweb.com

SUMMARY

Designing and developing visually satisfying web sites and optimizing sites for high search engine ranking are my passions. These interests were a natural evolution from my previous experience as a designer and software developer of user interfaces for next generation test solutions for the cellular phone manufacturing industry. My experience includes designing, building, maintaining, and optimizing websites, raising search engine rank of websites using aggressive online marketing techniques, designing and producing videos for the web, developing software, writing product definitions for user interfaces, being a champion of product quality and continuous improvement methods, managing projects and teams, and creating technical literature. I am an understanding, creative individual who brings enthusiasm and drive to every project. Additional strengths include listening, collaboratively working in teams, effective problem solving, attention to detail, and developing necessary skills quickly.

PROFESSIONAL EXPERIENCE

Community Growth Web, LLC (www.communitygrowthweb.com) **2008-Present**
Website Design, Maintenance and SEO

- Created a company to increase the success of small businesses and organizations by designing, building, maintaining and optimizing their websites.
- Worked closely with clients to help define their target audience as a starting point for their website design. Used that understanding coupled with my graphic design skills and in-depth knowledge of programming to develop websites that contributed to the success of their organization. Some of the more technical aspects included creating a shopping cart, shooting and posting videos.
- Designed websites using Photoshop and Fireworks to astonish clients with the look and feel of the site and converting those designs into CSS-compliant, easily maintainable, high quality, finished websites.
- Have done thorough testing in multiple browsers on both Windows and Mac platforms to ensure consistency for every user's experience.
- Used organic search engine optimization to raise ranking for several sites in niche markets. For example, raised ranking of one site to Google rank of 1 from 240 in 6 weeks. Rigorously survey newest market trends in SEO.
- Created pay-per-click ads for both Google and Yahoo! and created associated landing pages.
- Proficient in CSS, HTML, Adobe Photoshop, Adobe Fireworks, Adobe Dreamweaver. Experienced in Flash, Flash ActionScript programming, Adobe Illustrator, Cold Fusion, PHP, MySQL, MSAccess, ASP.NET, JavaScript.

Hewlett-Packard and Agilent Technologies **1976-2008**
Software Development Engineer **1999-2008**

- Worked with a cohesive team of engineers in a rapidly changing market to create innovative product solutions used in cellular phone manufacturing.
- Trained other engineers in defining user interfaces in both Spokane and in Beijing, China.
- Drew upon my strong understanding of product development lifecycle to define user interfaces.
- Depended upon as a usability champion for user interfaces and for meeting targeted customer needs.

- Proficient in C#.NET, C++, Java, UNIX, Windows, Mac and in using various configuration management and defect tracking tools and processes.

Software Quality Engineer

1993-1999

- Led the use of an inspection process throughout the development lifecycle including presenting a business case for managers so they could understand the importance of the inspection process in reducing the time for product development.
- Also trained engineers in the use of the inspection process and in facilitating inspections. Personally facilitated 50-plus code and product definition inspections.
- Led a defect tracking effort to plan and implement a standard defect tracking process and tool throughout the research and development labs at sites in both Spokane and Scotland. This effort included developing a charter and helping managers understand the rationale for using a common tool. Designed and authored a training manual for the defect management process and tools.
- Developed and tracked schedules for projects using MS Project and other methods.

Technical Writing Manager, Technical Writer, Technical Support

1976-1993

- My leadership of this group happened at a time when quick-start guides were important to enable the HP sales team to quickly get up to speed so they could sell our products. Detailed manuals were also important to enable customers to completely understand how to operate the complex products we created. As a Technical Writing team, we developed a goal to create “learning products” so that diverse users of our test equipment could be successful.
- Also developed a business case for and built a “Usability Test Lab” where products and literature could be tested by real users.
- Improved the predictability of scheduling during times of limited staff using schedule tracking methods.
- As a technical writer, exhibited exceptional writing skills and attention to detail that led me to serve as the primary editor/proofreader for the group.
- Worked with marketing and R&D professionals to design and develop manuals and training guides.
- Mentor/Trainer for Associate Technical Writers in document design, writing skills and in helping them make decisions about complex documentation issues.

EDUCATION

Bachelor of Science, Computer Science (2003), Chico State University, Chico, California

Associate of Science, Electronic Technology, Santa Rosa Junior College, Santa Rosa, California

Sessions Online School of Design

Multimedia Design Certificate: Photoshop, Flash, Digital Video Editing and Production, Dreamweaver

Website Design Certificate: PHP, MySQL, XHTML/CSS, Fireworks, Advanced Photoshop, Advanced Dreamweaver

Search Engine College

Search Engine Marketing Certificate: SEO, Pay Per Click Marketing, Website Copy Writing