

## SENIOR WEB DESIGNER

# Jamie Godfrey

Innovative and talented senior web designer with over ten years of Web Design experience building visually stunning and user-friendly websites. Collaborative team player experienced in wireframing, prototyping, and implementing responsive design techniques to optimize website performance. Adept in navigation structure and user flow based on customer requirements and feedback, with a passion for delivering exceptional user experiences across devices.

## Work Experience

### Senior Web & Digital Designer

APPEARANCE, LAKE OSWEGO, OR | 2021 - 2024

- Designed intuitive and appealing responsive websites that optimized user experience.
- Redesigned outdated websites for improved functionality and performance, incorporating modern design trends and best practices.
- Established and enhanced a cohesive brand identity through consistent use of typography, color schemes, and imagery across all digital platforms.
- Implemented effective design strategies for social media campaigns, increasing audience engagement and reach.
- Increased website accessibility by incorporating WCAG guidelines into the design process.
- Planned website development and coded websites using HTML/CSS, jQuery,
- JavaScript, Ajax, JSON, Content Management Systems (CMS), Front-End Frameworks, WordPress, GitHub and Hubspot
- Validated third-party code to comply with internal standards and technical requirements.
- Led website redesign projects from concept development through launch all within budget and adhering to site build requirements.
- Collaborated with developers, project managers and marketing staff to ensure web design met client needs.
- Demonstrated strong organizational and time management skills while managing multiple projects in a fast-paced working environment.

### Lead Visual & UI Designer

SYNCHRONICITY, CHARLOTTE, NC | 2021

- Designed new on-brand visual identity system to effectively convey concepts and company messaging for clients.
- Planned branded deliverables for clients from concept through completion.
- Built comprehensive website mock-ups driven by client needs and content to restructure the website to meet business goals.
- Created functional prototypes of new web designs for the client and internal teams.
- Managed all web design aspects of each project to successfully meet client requirements and expectations.
- Oversaw and finalized the web design hand-off with the internal teams and client.

## CONTACT

(503) 484-8457

[jmegodfrey@gmail.com](mailto:jmegodfrey@gmail.com)

Lake Oswego, OR

[iamjamiegodfrey.design](http://iamjamiegodfrey.design)

## EDUCATION

### Linfield College

B.S. Psychology, Coaching Minor  
2005-2009

### Portland State University

Post-Baccalaureate, Graphic Design  
2009-2012

## WORK SKILLS

### Design & Interaction

- Brand Identity
- Color Theory
- Typography
- UI Design Systems
- Responsive Web Design
- Interaction Design
- Marketing & Social Media Design
- Wireframes
- Rapid Prototyping
- Design Strategy & Research
- Information Architecture
- User Flows
- Google Banner Ad Design

### Software

- Figma, Adobe XD, Sketch, Canva
- Photoshop, Illustrator, InDesign
- After Effects, Premier Pro, Rush
- Jira, Confluence
- Slack, Zoom, Google Suites
- Nova, Sublime Text, Transmit, Hubspot
- Keeper, Jumpcloud, Twingate, Watchguard

### Coding Languages

- HTML/HTML5
- CSS/CSS3
- JQuery, JavaScript
- PHP
- WordPress
- XML, experience with JSON
- Bootstrap Framework

## Visual & UI Designer

FROM, THE DIGITAL TRANSFORMATION AGENCY, NEW YORK, NY | 2021

- Investigated user experience design requirements for suite of digital assets.
- Developed and conceptualized a comprehensive UI/UX design strategy for the brand.
- Designed UI elements and tools such as navigation menus, search boxes, tabs, and widgets for digital assets.
- Produced high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, and prototypes.
- Adhered to style industry standards on typography and graphic design.

## Lead Visual Designer

NW MEDIA COLLECTIVE, VANCOUVER, WA | 2017-2021

- Built comprehensive website mock-ups driven by client needs and content to restructure the website to meet business goals.
- Created functional prototypes of new web designs for the client and internal teams.
- Met with clients to review designs and gather feedback.
- Managed all web design aspects of each project to successfully meet client requirements and expectations.
- Oversaw and finalized the web design sign-off with the internal teams and client.
- Designed and updated the NW Media Collective's brand identity based on a new curated design system. This effort produced a new website, brand identity, sales collateral, presentation templates, marketing and social media assets.

## Visual Designer & Marketing Team Member

CAPSTONE TECHNOLOGY, VANCOUVER, WA | 2012-2017

- Designed, developed and maintained brand identity system and standards using company guidelines.
- Participated in print and web projects in all stages of the product life cycle.
- Designed, developed, and maintained web marketing campaigns via email newsletters, blog graphics, white papers and gated content.
- Designed, coded and updated company and sister company websites.

### SOFT SKILLS

- Self-motivated, with a strong sense of personal responsibility.
- Demonstrated strong organizational and time management skills while managing multiple projects at a given time in a fast-paced working environment.
- Managed time efficiently in order to complete all tasks within deadlines.
- Proficient in learning new concepts quickly and efficiently.
- Passionate about learning and committed to continual improvement.
- Skilled at working independently and collaboratively in a team environment.
- Assisted with day-to-day operations, working efficiently and productively with all team members.

### PROFESSIONAL REFERENCES

#### David Henry

ADPEARANCE DESIGN DIRECTOR

david.henry@adpearance.com

#### Samantha Kar

ADPEARANCE PROJECT MANAGER

samantha.kar@adpearance.com

#### Katie Blair

ADPEARANCE PROJECT MANAGER

katie.blair@adpearance.com

#### Derek Jesser

ADPEARANCE SENIOR SOFTWARE ENGINEER

derek.jesser@adpearance.com

#### Abby Spyker

NW MEDIA COLLECTIVE CEO

(971) 678-6621

abby@nwmediacollective.com

#### Katie Fennelly

FORMER PROJECT MANAGER AT NW MEDIA COLLECTIVE

(360) 703-2939

katie@fuelmedicalgroup.com



Letter of recommendation

1 message

David Henry <david.henry@adpearance.com>  
To: jmegodfrey@gmail.com

Wed, May 1, 2024 at 10:05 AM

Hey Jamie -  
Here is the letter of recommendation. Let me know if you want me to make any tweaks.

To Whom It May Concern,

I am writing to highly recommend Jamie as a Senior Digital Designer (UX & UI) based on her exceptional contributions and achievements during her tenure at Adpearance. Over the course of her 2.5 years with our team, Jamie consistently demonstrated her remarkable talents and qualities that make her invaluable to any organization.

Jamie is not only an amazing person to work with, but she also possesses a great attitude that positively impacts those around her. Her enthusiasm for her work is infectious, and she approaches every project with a level of passion and dedication that is truly commendable.

As a designer, Jamie stands out for her exceptional creativity and her keen eye for layout and aesthetics. Her designs consistently impress with their innovation, and originality. Jamie is meticulous in her pursuit of perfection, constantly striving to elevate her designs to the highest standards. Her commitment to excellence sets her apart and ensures that the final product is always well thought out.

One of Jamie's greatest strengths is her ability to collaborate effectively with others. She is a team player who thrives in a collaborative environment, always willing to listen to others' ideas and incorporate feedback constructively. Jamie's approachable nature and open communication style make her not only easy to work with but also a great collaborator who brings out the best in her teammates.

In summary, Jamie is an outstanding Senior Digital Designer who brings creativity, passion, and professionalism to everything she does. I have no doubt that she will continue to excel and make significant contributions wherever her career takes her. It is without hesitation that I recommend Jamie for any future endeavors she pursues.

Please feel free to contact me if you require any further information or clarification regarding Jamie's qualifications and performance.

Sincerely,

DH (David Henry)  
Design Director @ Adpearance  
503-347-5717

DH

DESIGN DIRECTOR

503-347-5717

adpearance.com

dh@adpearance.com

Portland, OR

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Adpearance

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(360) 342-4050   
www.nwmediacollective.com   
sales@nwmediacollective.com   
613 W 11th Street   
Vancouver, WA 98660

January 9, 2021

I am writing to sing the praises of Jamie Godfrey who has been the lead designer for Northwest Media Collective since July 2018.

Jamie brings not just design chops but a deep understanding for, and interest in, both the client brand and the user's experience. Because she can also develop websites, she worked very closely with our development team ensuring the seamless conversion from mockup to a functioning website.

Whether we threw a few bullet points and a terrible logo, or a 20-page brand guide and fully developed concepts to Jamie, she always managed to design world-class designs that delighted our clients.

From re-branding a client based on a new logo, to white-papers design, to business cards, to print ads, and long-form PDF guides, Jamie's expertise extends far beyond just website design.

Jamie's designs stand the test of time and are ever-evolving as she is continually learning and experimenting with new and creative ways to design things. She likes to push the envelope and present ideas that seem to be both classic and cutting edge.

It's unfortunate that due to covid and our shifting priorities and direction as a business, we are unable to keep Jamie employed full-time. We have won numerous web design awards with Jamie as our designer and would welcome the opportunity to work with her again. I am confident that she will be an amazing addition to any organization.

Please feel free to contact me with any questions you may have.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Abby Spyker', with a fluid, cursive style.

**Abby Spyker**

Chief Executive Officer





To Whom It May Concern,

Jamie Godfrey was employed as a web designer and graphic design specialist from August 9, 2021 to September 28, 2021. During her time at Synchronicity, Jamie was responsible for both web and graphic design creation.

Jamie is very competent and brings a positive energy with her. The position entailed advanced graphic design capabilities, as well as the ability to work closely with a team remotely.

I am pleased to recommend Jamie and can speak to her skills and professionalism. Should you require anything further, please feel free to contact me directly.

Sincerely,

Randy Smith

Principal

Synchronicity

[randy@syncdesigns.com](mailto:randy@syncdesigns.com)

704-900-0555

15720 Brixham Hill Ave.

Suite 300

Charlotte, NC 28277