

Jennifer Marcum

Product Designer & Frontend Engineer

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Profile

Hybrid Product Designer & Front-End Engineer with over 15 years of professional experience. Known for bringing enthusiasm, versatility, and a deep passion for visual communication, I have successfully built a creative department from the ground up. My expertise spans UI/UX design, front-end development, and illustration. Skilled at leading teams, taking direction, and delivering the right design solutions tailored to target audiences. I am highly adaptable, quick to learn, and thrive in collaborative environments. Experienced in managing multiple projects, meeting tight deadlines, and optimizing budgets effectively.

Education

The Art Institute of CA San Diego (2010)

Bachelor of Science - Graphic Design
Honor Roll 2006-2010
Merit Award 2008-2010

UC San Diego Extension Trilogy Coding Bootcamp (2018)

Full Stack Developer Certification

General Assembly (2019)

User Experience Workshop

Connect

Linked In:
www.linkedin.com/in/jenmarcum

Github
www.github.com/jmarcum23

Experience

2021 Present **eSpark - Chicago, IL (remote)** *Product Designer / Frontend Engineer*

- Optimized the freemium model by introducing strategic blockers, resulting in a 71% increase in Premium CTA clicks, 110% growth in high-value CTAs, a 140% rise in weekly sales leads, and a 12% year-over-year increase in cumulative sales leads.
- Led the development of a comprehensive design system and component library to address company-wide inconsistencies, enabling greater scalability and efficiency in design execution.
- Revamped eSpark's Admin Dashboard, enhancing data accessibility and user experience, which contributed to improved admin feedback, more informed decision-making, and a greater conversion rate from trial to paid partnerships.

2019 2021 **MedPB - Darien, CT (remote)** *Senior Visual Designer / Frontend Engineer*

- Improved customer experience (CX) by identifying pain points in the user journey and implementing a fully integrated self-service portal aligned with our existing CRM system.
- Developed mobile-first websites for clients, achieving a 30%+ boost in performance (with an average 90%+ GTMetrix speed score) and driving an 8%+ conversion rate.
- Drove process modernization by creating an improved responsive user experience, using custom coded WordPress themes built on the Bootstrap framework.
- Conducted user research and A/B testing, resulting in a 2% increase in lead generation through optimized opt-in offers.

2018 Present **Pals & Co. - San Diego, CA** *Co Owner*

- Launched a distinguished brand in a competitive market in a short two years, landing us a spot in the largest pop culture convention in the world, Comic Con.
- Our high quality designs and products gained attention from one of the top brands in the industry, Funko, resulting in a partnership designing products together.

2006 2019 **Scentco, Inc. - Santee, CA** *Creative Director*

- Led UI/UX redesign for company website in 2017, resulting in a 21% increase in online revenue. Coded using HTML, CSS, Javascript, Bootstrap, WordPress.
- Drove the design and execution for our Scentco, Disney and Marvel brands.
- Coached and developed a team of eight designers/developers.

Skills

Adobe CC	UI/UX	HTML	VSCode	Storybook	SEO
Figma	Design Systems	CSS	Git	E-Commerce	Amplitude
Wireframing	User Testing	Javascript	Github	Shopify	Intercom
Prototyping	Bootstrap	Typescript	Svelte	Wordpress	HubSpot