

## JESSICA MARTINEAU

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Salem, MA 01970

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### KEY QUALIFICATIONS

- Outstanding expertise in interactive design and usability analysis. Passion for making applications attractive, stable, and easy to navigate.
  - Self-directed and dependable. Extensive experience in working autonomously without supervision.
  - Highly versatile with well-honed multitasking abilities. Gracefully balances competing priorities.
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### TECHNICAL EXPERTISE SUMMARY

Adobe Photoshop, Illustrator, Dreamweaver, CSS, HTML, Search Engine Optimization, Architectural Diagramming, basic knowledge of Flash (ActionScript 3.0), basic knowledge of JavaScript and its main functions

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### EDUCATION

**Certification in Web and Graphic Design** / Boston University Center for Digital Imaging and Arts, Waltham, MA 2008  
**Bachelor of Arts - Advertising** / Suffolk University, Boston, MA 2005

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### PROFESSIONAL EXPERIENCE

**NEW ENGLAND SPORTS NETWORK** January 2009 – Present

#### WEB DESIGNER

- Redesigned NESN.com from conception to final implementation. NESN.com is now the number one television station website in New England.
- Lead on overall visual presentation of NESN.com. Develop all graphic material that supports editorial content, sales sponsorships and new technological integration layouts.
- Collaborate with Sales team on conceptualizing personalized online opportunities for clients using data analysis.
- Incorporated homepage takeovers as a unique and effective online selling opportunity.
- Wireframe and design custom editorial packages in order to create an informative and user-friendly experience.
- Create innovative design that is compelling and user-friendly in order for NESN.com to continue to maintain and attract a growing community that will incorporate NESN.com into their daily digital routine.

**BOSTON MAGAZINE and PHILADELPHIA MAGAZINE (METROCORP)** April 2007 – January 2009

#### ONLINE PRODUCER

- Co-created, delegated and supervised online content production for both bostonmagazine.com and phillymag.com.
- Played a key role in architecture and design sponsored online programs and micro-sites.
- Strategized ways to increase traffic and user activity. Developed interactive guides that were beneficial to users while including web exclusive content that differed from the magazines.
- Managed project plans based on requirements, milestones, available resources and company priorities.
- Implemented SEO best practices on both websites and micro-sites.
- Managed team, budget, and online efforts while direct supervisor was on maternity leave.
- Delegated maintenance responsibilities to online editors in both cities.
- Reorganized the IA of the company e-newsletter. In three months the click thru rate increased from 26% to 31%.

**LEGAL SEA FOODS** January 2005 - March 2007

#### WEB MARKETING

- Championed the overall information design for Legal Sea Foods website. The first restaurant website nationwide to be certified by the National Federation of the Blind.
  - Analyzed audience's information and functional needs to create wireframes, site maps, feature lists, mockups, working prototypes and other artifacts to describe the intended user experience.
  - Leveraged outstanding talents in client relations to gather requirements from various departments and identify design preferences, determine project schedules and relay information to interactive designers.
  - Custom designed and developed weekly company e-newsletter.
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### AWARDS & PROFESSIONAL AFFILIATIONS

- Member of BIMA - An Interactive Media Community
- 2001 Boston Globe Art Award
- Previous member of User Generated Content Committee