

Jill D. Bateman UX WEB DESIGNER

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PROFILE I bring a wealth of education and experience in multimedia production and marketing communications to the production of digital communication tools that produce solid results.

EXPERIENCE *UX Web Design Manager, UCM, Ohio University, Athens, OH 2010-Current (Promotion)*
Helped lead the unique merger between the IT web services and the UCM visual and UX designers to build a team dedicated to strengthening the brand of the institution through user-centered design. Newly designed sites are seeing increased applications and decreased bounce rates within the first month of launch. Participating in the redesign of all college web sites before they migrate into a common content management system. Manage two full time employees and 2 part-time student workers.

Social Media Manager, Video Producer, UCM, Ohio University Athens, OH 2009-2010 (Promotion)
Developed the Ohio University's official Facebook page raising "likes" from 9,000 to 18,500 in one year. Created the first draft of the University's social media guidelines, trained campus communicators and departments on use of social media for marketing purposes. Project managed the Ohio University etour that generated over 100 requests for application information in it's first weeks.

Associate Producer, UCM, Ohio University, Athens, OH 2002-2009
Produced award-winning video programs for web, television and large screen production. Responsible for all aspects of production including project management, client meetings, script writing, graphics production, shooting and editing.

Webmaster/News Director, City of Athens Ohio, Athens, OH 2000 - 2002
Responsible for the design and maintenance of the City of Athens Web site and the production of programs for the Government Channel.

Various, Ohio University, Athens, OH 1998-2000
Various temporary positions in public relations throughout the university.

News Writer/Associate Producer, KIRO-TV, CBS, Seattle, WA 1996-1998
Gained experience in major market television news writing on deadline and assisting with the live production of news programming.

EDUCATION *Seattle University, Seattle, WA 1995*
Degree; BA Journalism, Mass Communication

Ohio University, Athens, OH 2011 (candidate)
MA Photography, Interactive Multimedia Design

Certificate: Managerial Essentials, Ohio University UHR

SKILLS **Coding:** XHTML, HTML5, CSS
CMS: CommonSpot Authoring, WordPress, Drupal
Adobe: Photoshop, InDesign, Dreamweaver, Final Cut Studio, AfterEffects
UX Tools: OmniGraffle Pro, Muse, XSort
Social Media Marketing: Facebook, Twitter, LinkedIn, YouTube, FourSquare
Video: Professional video production (shooting, editing, lighting, interviewing and audio)