

Summary

Information professional with a specialization in Web design and development. Focus on usability, user-centred design and information architecture. Background in research and information management. Flexible, creative, and detail-oriented.

Professional Strengths & Achievements

Web Design & Development

- Extensive experience designing and maintaining Websites: informational and marketing/e-commerce
- Development of information architectures: navigation systems, site nomenclature and labelling
- Performance of Website/Intranet needs assessment analyses, site audits and usability testing
- Knowledge of accessibility
- Strategize on Website and application enhancements
- Familiar with Web 2.0 technologies and their use
- Experience working with databases and Content Management Systems (CMS), including content integration and template development
- Understanding of metatag and keyword development, as well as Search Engine Optimization (SEO)
- Design digital marketing materials: graphics, banners, landing pages, broadcast emails/newsletters, e-forms

Research & Information Management

- Online information retrieval and competitive research skills
- Experience providing reference services in an academic environment
- Knowledge of online information content management and development
- Experience interpreting and evaluating Website analytics/statistics
- Knowledge of survey development

Communication & Project Management

- Project management gained through the involvement of team and freelance projects
- Proficient in managing multiple projects at one time; excellent organizational skills
- Experience coordinating business requirements between business units
- Committee Chair to rework library's online Subject Guides
- Strong written communication skills refined through extensive writing and editing experience, such as writing style and instructional guides, summarizing articles and reports, writing abstracts, translating
- Independent and adaptable, enhanced by working and studying abroad
- Highly detail-oriented

Presentations & Education

- Presentations and workshops:
 - Wikis, May 2 & 4, 2007, Seneca College
 - Basics of Web Design, May 9, 2007, Seneca College
 - Introduction to Flash, June 6, 2007, Seneca College
- Involved in the development of educational initiatives for Seneca library staff to promote new technologies/Web 2.0 (Staff Tech Days)

Language Skills

- Fluent in German, oral and written
- Obtained German Language Diploma I & II
- Reading knowledge of French

Computer Skills

Technologies & Languages: HTML/XHTML, CSS, SSI; introduction to ActionScript, Javascript, PHP/MySQL, XML

Multimedia & Authoring Applications: Adobe Dreamweaver, HomeSite, Flash, Director Shockwave, Premiere, After Effects; Altova XMLSpy; Wordpress

Graphics Applications: Adobe Photoshop, ImageReady, Illustrator, Fireworks

Other: MS Office, MS Project, MS Visio, Adobe Acrobat, FileMaker Pro, WebTrends

Employment

Jan - Dec 2007	Seneca College of Applied Arts & Technology: Web & Digital Services Librarian (1 yr contract)
Jan 2004 - Dec 2006	ING DIRECT: Internet Content Coordinator, Online Marketing
Oct 2002 - Jan 2004;	Co-Mar Management Services, Inc.
May 1998 - Jun 2002	Deutsche Messe AG in Canada (Cdn Rep. for Hannover Trade Fairs)
Jun - Aug 2002	Lufthansa Technik AG, Hamburg, Germany (internship)
Apr - Aug 2001	Canadian Centre for Philanthropy: Library Database Editor

Freelance Projects: Completion of numerous front-end Website design and development projects, site analysis and consulting, broadcast newsletters and more. For work examples please visit my online portfolio:

www.brittajessen.com/employment.html

Education

University of Toronto:

1999 - 2001	Master of Information Studies (MIST), Library and Information Science Stream
1993 - 1998	Honours Bachelor of Arts, Specialist: German Lang. & Lit.; Major: Fine Art History
1995 - 1996	Third-year Study Elsewhere Program at Humboldt Universität, Berlin, Germany

Sheridan Institute of Technology & Advanced Learning:

2002 - 2003	Interactive Multimedia, Post-Graduate Diploma
1999 - 2001	Fine Art Fundamentals Certificate

Professional Development

- Oct - Dec 2006: Mastering Web Searching, Professional Learning Centre, University of Toronto
- Apr 2006: Writing for the Web, Professional Learning Centre, University of Toronto
- Feb 2006: Blogging Seminar, CMA (Canadian Marketing Association)
- May 2005: Search Engine Strategies 2005
- Mar 2004: Project Management Breakthroughs, Project Management Institute
- Feb 2004: Adobe E-Forms, Harper Burnham & Associates
- Member, SLA (Special Libraries Association), Toronto Chapter
 - Director (2008)
 - Webmaster (2003 - 2007)
 - Member of the Year Award (2003 - 2004)
 - Website Liaison for the Event Programming Committee (2002 - 2003)
 - Event Programming Committee (2001 - 2002)
- Member, Toronto Interacts (Usability Professionals' Association)