

EMMA HUBACHER

Columbus, OH 43202 | 614.390.6179 | emmahubacher.com
emma.hubacher@gmail.com | linkedin.com/in/emma-hubacher

USER-FOCUS | COMMUNICATION | RESPONSIVE DESIGN

Creative and detail-oriented **Web Developer / Front End Developer / Designer** with proven success in multiple industries providing solutions that enhance user experience and drive brand awareness. Formal training in visual art and design principles deliver organizational results including increased number of views and response rates. Experience in quickly translating mockups into a responsive browser experience while handling multiple competing projects in both graphic design and development work. Enthusiastic, motivated team player with passions for accessibility compliance and making the Internet available for all.

Cross-Group Communication | Mobile First Responsive Design | Design Consistency | Agile | ADA |
3D Modeling | Collaboration | Deadline Management | Project Organization |
Flexibility | Follow-Through | Negotiation

TECHNOLOGY & TOOLS

HTML5 | CSS3 | WCAG 2.0 | BEM Methodology | Bootstrap | SASS | Photoshop |
Javascript | HTML Emails | Illustrator | InVision | AfterEffects | Microsoft Visual Studio |
Eloqua | Adobe Animate | Exact Target | Salesforce | Workfront | ReturnPath

EXPERIENCE

TEK SYSTEMS CONTRACTOR AT NATIONWIDE, Columbus, OH

Feb. 2019 – Present

Email Developer

Executed email campaigns in iNHouse Marketing for Nationwide Financial and Nationwide Insurance marketing. Implemented HTML coded email development and QA tested across multiple platforms and devices with ReturnPath. Reviewed, processed, and uploaded data lists and executed email deployments using Salesforce Marketing Cloud. Compiled and provided analytical reporting to internal clients.

- Prioritized multiple competing email campaigns to consistently produce timely email sends that meet all objectives for Nationwide's 20 business units
- Produced metrics of "opens", "click through rates", and "unsubscribes", versus industry, email type, B2B, B2C to monitor the effectiveness of campaigns

VERTIV, Columbus, OH

May 2018 – Jan. 2019

Web and Interactive Designer

Designed and delivered user-focused, engaging web solutions. Created landing pages for Vertivco.com. Developed responsive and non-responsive html emails. Communicated with project managers and global employees regarding new and ongoing projects to discuss ideas, update on progress, negotiate milestones, maintain consistency and manage timetables.

- Tasked with testing the effectiveness of emails through A/B testing creating an iterative process to determine the more effective email designs and reusing for better conversion.
- Updated layout of landing pages effectively communicating information and creating better user interaction with the information.

EXPERIENCE

ARLINGTON CONTACT LENS SERVICE INC., Columbus, OH

Jan. 2016 – May 2018

Web Developer I

Developed new and integrated old landing pages into UmbracoCMS. Implemented performance improvements with Block-Element-Modifier methodology for all SASS within multiple sites using shared code. Implemented and maintained WCAG 2.0 AA compliance on multiple sites. Delivered new marketing campaigns for multiple sites and maintained brand styling consistency platform wide.

- Selected to assess and fix all compliance issues achieving a WCAG 2.0 AA level compliance on all websites.
- Collaborated to reorganize the global and site-specific styling, creating a more legible code base for all developers to read clearly.

Front End Web Designer

Nov. 2014 – Dec. 2015

Developed and updated the CSS architecture for a multi-year website update. Created marketing promotions and graphics. Maintained the classic ASP code while developing a current MVC site. Created mockups for site UI. Communicated between Marketing and IT on projects ensuring consistency of design.

- Developed concept to utilize unused 3D files to create marketing photos leveraging their use in a profitable campaign and saving marketing budget dollars.
- Redesigned campaign pages for Halloween contact lens promotion creating clarity of content and reducing customer service call volume.

CHARTWELLS DINING SERVICE, Bowling Green, OH

Feb. 2013 – May 2014

Web Designer (Part Time)

Ensured cross browser compatibility on DineOnCampus.com/BGSU. Developed and managed all digital marketing email and landing pages content. Established clear communication between digital and print media to designs. Managed multiple tasks and prioritized based on importance.

- Created all marketing emails to student population of 15,000 promoting events and increasing revenues.

EDUCATION

BOWLING GREEN STATE UNIVERSITY, Bowling Green, OH
Bachelor of Fine Arts in Digital Art, Minor in Computer Science
Dean's List 8 Semesters | GPA 3.823

PROJECTS & EXTRACURRICULAR EXPERIENCE
NASA Practicum – Project Manager
Webmaster for BGSU Chapter of ACM SIGGRAPH