stephanie wiggins

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stephaniewiggins.me

Memphis, TN

About

With graphic design, marketing, and web development skills, I weave my expertise with a project's initiatives to create a user-centric, cohesive experience.

Skills

Development
HTML & CSS/SCSS | JavaScript/ReactJS
Ruby on Rails | Git/GitHub | Gatsby
Bootstrap | Wordpress

Design
Sketch | XD | Figma | Invision
InDesign | Illustrator | Photoshop

Other Software & Skills
Salesforce (Admin)
SEO: Moz | SEMrush | Google Analytics
Email Marketing: Mailchimp | Salesforce Marketing Cloud
Social Media: BuzzSumo | Hootsuite

Professional Experience

ST. JUDE CHILDREN'S RESEARCH HOSPITAL | July 2019 – Present
Associate Software Development Engineer
- Design and develop the Genomics Platform app on St. Jude Cloud, a ReactJS/Ruby on Rails site that shares genomics data and analysis tools with scientists globally
- Worked with a network of internal and external professionals to launch the site's restructure and spearheaded developing the new, top-level Gatsby site
- Designed and maintain an electronic data access agreement wizard that integrates with DocuSign® and improves the UX of requesting data from the app
- Expanded the wizard's functionality to pre-populate users' information in data access agreements to collect signatures manually (alternative to DocuSign®)
- Design and develop an educational Gatsby site and corresponding figures
- Worked with another designer to rebuild the project's theme repo, enhancing its content to empower internal stakeholders and developers to harvest brand assets and use the theme's components on their sites

MERCER CAPITAL | July 2014 – July 2019
Senior Graphic Designer & Marketing Associate
- Regularly updated corporate website, redesigned the CEO's blog, and maintained several microsites
- Created more than a dozen quarterly newsletters, mocked up several weekly blogs, and communicated with corresponding email distribution lists
- Analyzed SEO and traffic KPIs on websites, emails, and social media
- Oversaw the Salesforce build-out and became in-house Salesforce admin

FIRST STATE | October 2013 – April 2014
Graphic Artist & Marketing Assistant
- Created cohesive designs for newspapers, lobby posters, and fliers within regulations
- Translated print ads to digital ecosystem for emails and website graphics

SOUTHERN BRIDE MAGAZINE | June 2012 – August 2012
Graphic Design & Marketing Intern
- Created website and social ads for clients and buttons for sister site
- Vetted vendors to feature products and as potential advertising partners

Community

CODE CONNECTOR | December 2020 – Present
Leadership Team & UX/UI Bytes Monthly Meetup Host

GIVECAMP | Technical Project Liaison (February 2021)

GIVECAMP | Design & Developer Volunteer (February 2020)

Education

TECHNICAL TRAINING | Tech901
Web Programming | Spring 2019
Coding 1.0 (Harvard's CS50) | Spring 2018

UNDERGRADUATE | University of Tennessee at Martin
B.F.A. Graphic Design, *Summa Cum Laude,* GPA 4.0 | May 2014