

# Laura Totten

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(508) 207-2801

Portland, OR

I'm a Web/UX Designer with a background in Marketing and Electrical Engineering, affording me the unique ability to become the connective tissue between intuitive design, technical solutions, and business strategy.

## PROFESSIONAL EXPERIENCE

### Web and Graphic Designer

Independent Design Contractor

Smarsh

Smarsh is a fast-paced, privately held enterprise-level SaaS software company with \$51M in annual revenue.

Nov. 2015 - April 2016

April 2016 - present

Portland, OR

- Built out new sections of Smarsh.com website from project management to wireframing, UX and UI mockups, high-res designs, and web development.
- Product design and UX functionality for Smarsh's Web Archiving Platform software; created user stories and personas, customer journey maps, wireframing, UI mockups, and constructed technical specifications to pass to developers.
- Designed and developed graphic assets for digital and printed marketing collateral needs including the Smarsh.com website, HTML newsletters, campaign visuals, white papers, case studies, brochures, booklets, signage, large-scale tradeshow graphics, external client communications, static and dynamic web elements, and a variety of special projects.
- Managed third-party print vendor ordering and quality control.

### Harvard University

#### Web Developer / Technical Strategist

Harvard University, Office of Digital Strategy

Specialized in primary applications support for harvard.edu and news.harvard.edu.

2008 - 2015

Sept. 2013 - June 2015

Cambridge, MA

- Performed Wordpress and Drupal core updates, kept up to date on all module and plugin security patches.
- Served as technical point of contact with UNIX system administrators to ensure maximum server performance and reliability, completed security audits and fixes.
- Product Manager for bulk email SaaS applications at strategic and technical levels (Silverpop, Exact Target/Salesforce, Mailchimp, Campaign Monitor). Built HTML email templates, performed extensive device compatibility QA, provided copy-writing and marketing direction, solved technical deliverability issues.
- Gained experience working with PHP/MySQL, shell scripts and interacting with servers via SSH/FTP, SVN and Git, Amazon Web Services, Rackspace, and Jenkins script deployment.
- Led migration from Google Search Appliance to Google Custom Search from initial requirements check, to conversion of metadata formats, alignment of look and feel with Harvard's brand identity, through to successful implementation.

## TECHNICAL SKILLS

HTML / CSS

jQuery / Javascript

PHP / MySQL / phpMyAdmin

SVN / Git

Adobe Creative Suite:

InDesign, Illustrator, Photoshop,

Dreamweaver, Fireworks

Sketch

Amazon Web Services

Google Analytics

Jenkins, Jira

New Relic, Nagios, Pingdom, Chartbeat

Silverpop, Salesforce, Mailchimp

Sass, Codekit

## CMS EXPERIENCE

Wordpress

Drupal

OpenScholar

## WEBSITES

harvard.edu

news.harvard.edu

college.harvard.edu

hcl.harvard.edu

library.harvard.edu

smarsh.com

lauratotten.com

jodiwellman.com

massagetherapistseattle.com

rachelbarringeryoga.com

generousearthgardens.com

abbysaccupuncture.com

kindrednaturals.com

bikewareaccessories.com

sarah-sweeney.com

## EDUCATION

Studied Web Development at Harvard

Extension School, Cambridge, MA

B.S. in Communications Media

Fitchburg State College, MA

Certification in Electrical Engineering

Associates in General Education

## Contract Graphic and Web Design

2013 – present

Portland, Oregon

I provide web, marketing, and print services for small businesses with a full range of requirements. I specialize in taking a holistic approach to business needs and empowering my clients with long-term strategy and easy-to-use tools.

- Website creation or redesign, server migration, SEO, marketing consultation, social media strategy, brand and identity creation, graphic design for print, copywriting, product photography, and photo editing.

## Web and Print Specialist

Harvard University, FAS Communications

July 2012 – Aug. 2013

Responsible for developing the concept, scope, design, and execution of communications materials surrounding student life for both web and print.

- Represented the College in a year-long complete redesign of college.harvard.edu, moved the site onto Drupal platform from custom CMS.
- Created monthly Harvard Parents Newsletter HTML email, curated content, solved all issues for HTML email display across browsers and devices, worked on mobile responsive redesign, responded to parent inquiries.
- Oversaw annual design and production of print folder and packet sent to 5,000 newly admitted students.
- Produced in-depth Technical Writing Guides for multiple College departments each semester. Lead artistic review and print production.

## Web Coordinator/Executive Assistant

Harvard University, Harvard College Library

Sept. 2008 – June 2012

Moved from a standard administrative supportive role to a Web Producer aided by study at the Harvard Extension School.

- Performed maintenance and content updates for 10,000+ page website through hand-coded and standards compliant HTML, CSS, and XML. Experience with jQuery and ColdFusion forms.
- Aided migration of the website from HTML to ColdFusion in 2009 through file structure inventory and migration mapping.
- Worked to retain the integrity, accessibility, and usability of web information by monthly link-checking and repair, creation and analysis of usage statistics reports, and removal of outdated information.
- Ran 12 internal listservs serving a workforce of 1,000+ through Mailman (GNU mailing list manager), moderated all content, maintained accurate subscription base and troubleshoot issues between Mailman, Outlook and Thunderbird.

## Executive Assistant

Experian Data Quality (QAS)

Aug. 2007 – Aug. 2008

Supported a team of 5 C-level executives on a daily basis, reporting directly to COO and VP of Sales.

- Project Manager for office move to 16,000 sq. ft. space, from demolition through build out and move.
- Facilities Manager for Cambridge and remote office properties, handled all maintenance issues and requests in a timely and efficient manner.

## REFERENCES

For independent client references please see [lauratotten.com/testimonials](http://lauratotten.com/testimonials).

Professional references are available upon request.