

# Jaclyn McCormack

Denver, CO | 2603181523

jaclynmccormack@gmail.com

<https://www.linkedin.com/in/jaclyn-mccormack/>

A strategic, service-oriented professional with five years of experience supporting non-profits through organizational transformation working in higher education, healthcare and hospitality. Proven skills in web development, graphic design, and user accessibility through the oversight and implementation of ten Indiana University departmental websites. Self-motivated with a focus on delivering meaningful outcomes through applied research, competitive analysis and employing a human centered approach.

---

## EXPERIENCE

### IT Business Analyst

Feb 2019 - Nov 2021

Ascension Information Services, Indianapolis, IN

- Coordinated and tracked multiple efforts for complex national software upgrades by leading weekly status updates to ensure resources were being allocated appropriately and project remained in scope
- Conducted requirement gathering meetings and design solution discussions to evaluate and align clinical workflows with business initiatives
- Presented business cases to stakeholders and senior leadership to analyze opportunities and define value with operational objectives
- Ensured satisfactory customer interactions and outcomes through the monitoring of application service delivery

### Graphic Design Specialist

Oct 2017 - Feb 2019

Indiana University, Bloomington, IN

- Served as an in-house graphic and web design expert for 10 business units
- Conceptualized, designed and collaborated with stakeholders to produce seasonal promotional materials and content for both print and digital media
- Appointed as an information architect to lead a team of 8 to rebuild and implement 10 departmental websites
- Performed competitive analysis, user research, developed prototypes and conducted usability testing sessions for new website builds
- Implemented and maintained brand standards by developing internal style guides
- Captured, edited and resized photography for intended uses and platforms
- Established standardized project management process and tools to coordinate task handoffs and track department initiatives
- Regularly managed and prioritized multiple projects to ensure on-time deliverables

### Marketing and Communications Intern

May 2017 - Oct 2017

Johnson Center of Innovation and Translational Research, Bloomington, IN

- Developed informational outreach materials and presentation slide decks to highlight innovative research and grant programs
- Rebranded, tested and implemented new, responsive website architecture for easier navigation and accessibility, increasing site traffic by 60%
- Regularly maintained and updated website content with relevant information, news, and press releases

## **EDUCATION**

### **Bachelor of Arts (B.A.) - Graphic Design**

Aug 2012 - May 2017

*Indiana University, Bloomington, IN*

Minor in Spanish

## **SKILLS**

Visual Storyteller, Graphic Design, Web Development, Content Creation, Requirements Documentation, Brand and Visual Identities, Print and Digital Design, Photo Editing, Logo Design, Effective Written and Verbal Communicator, Relational Service, Strategic Organizer, Creative Problem Solving, Team Building and Development, Content and Release Management, Detail Oriented, Resourceful, Spanish Speaking

## **TECHNICAL**

Adobe Creative Suite, DSLR Camera, HTML, CSS, JavaScript, SQL, Google Workspaces, Microsoft Office, Asana, Wordpress, Enterprise Level Content Management Systems, JIRA

## **VOLUNTEER**

### **Master Composter**

Oct 2020 - Present

*Denver Urban Gardens*

- Promote and develop educational training and outreach programs to teach people how to live more sustainably.