Jennifer de la Fuente

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Clientele

During my years of web and print design, I have worked with such clients as **Rancho La Puerta**, the **Volunteer Center of Sacramento** and the **St. John's Shelter For Women and Children**.

Teaching/ training

I have held lectures and workshops on such topics as WordPress, the usage of social media, and journalism and design/ web development career paths for **General Assembly Los Angeles, Sacramento City College,** the **Art Institute-Sacramento** and the **Asian American Journalists Association**.

I have critiqued portfolios and offered career advice for journalism and design students.

Professional Profile

Creative thinker with extensive experience in the fields of journalism and design.
Problem solver whose business clients reflect a wide range of industries.
Web guru with track record in several platforms, especially WordPress.
Mentor to students and young professionals in journalism, design, and web development.

Work Experience

Rosebud Designs, Los Angeles, CA
Owner and Principal Designer/Developer, June 2009 to present
■ Execute web and print design projects for small businesses, crafters/artisans, artists, designers and photographers, among other clients.
■ Help clients establish their brand through the look and feel of their website and print marketing materials.

University of Southern California - Los Angeles, CA
Lecturer, Annenberg School for Communication and Journalism, August 2014 to present
■ Taught Introduction to Digital Media course and currently serving as digital instructor in the MS program.

General Assembly - Los Angeles / Santa Monica, CA
Lead Instructor - Front-End Web Development, November 2013 to April 2015
■ Teach students HTML, CSS, JavaScript/jQuery skills over a 10-week course, culminating in a final project where each student must build a website.

Sacramento City College, Sacramento, CA
Design Lab Coordinator, January 2009 to December 2011
■ Assist tutors and students in the Design Lab, answering questions about software applications and general design questions.

The Sacramento Bee, Sacramento, CA
Online Editor and Producer, July 2005 to February 2009
■ Posted stories throughout the news cycle to the newspaper's website.
■ Helped maintain blogs and train staffers in using the blogs.
■ Served as a liason between the newsroom and the online department.

The News Journal, New Castle, DE
Sports copy editor, October 2001 to June 2005
■ Duties included laying out several interior pages and editing stories.

Education

University of Southern California, Los Angeles, CA
Graduated with Bachelor of Arts degree in print journalism in December 2000.

Activities

■ Member of the Asian American Journalists Association (AAJA); worked on staff of mentors for Voices, the student news project at the AAJA convention in 2011; served as webmaster for AAJA's Sacramento chapter.
■ Served on the Chips Quinn Scholars selection committee for Spring/Summer 2012-13 and Spring/Summer 2013-14 newspaper journalism interns.