

Eric Tommer



Contact

erictommer.com
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Skills

HTML • CSS • WordPress • Elegant Themes Divi • Formidable Forms • Avada • Mailchimp • Adobe Experience Manager • Slate CRM • Marketing • Event Management • Slate Analytics • Programming Fundamentals • Website Administration • Adobe Creative Suite • Digital Photography • Digital Graphics • Creative Problem Solving • Project Management skills • Information Architecture for Web • Design Thinking • Rapid Prototyping • 3D Printing • Laser Cutting • Arduino • Rhino 3D • Fusion 360

Education

M.A in Interaction Design
University of Delaware, 2019
B.F.A in Visual Communications
University of Delaware, 2018

Recent Work

udel.edu/grad/
Adobe Experience Manager
The front facing web presence for the University of Delaware Graduate College. I served as the primary web designer as we moved from a highly customized WordPress instance to Adobe Experience Manager.
Notable Pages:
The Strategic Plan
The Professional Development Area
Alumni & Friends / Give
Graduate Studies: Environment and Sustainability

Work Experience

for more information on previous roles: erictommer.com/dayjob

Web and Communications Consultant, Carnegie Project on the Education Doctorate

May 2022 - Present

Working in the MemberClicks Association Management Platform, I work with the Organization Director to improve the organization's online presence, as well as:

- project-specific art direction and graphic design
- technical support and event photography at the annual conference.

Digital Media Specialist, UD Graduate College

August 2021 - Present

I work to support the larger Marketing and Communications team by focusing on the technology that drives our online presence. Primarily, this involves:

- Evaluating current user journeys for common tasks on Graduate College platforms.
- Designing, building, implementing and maintaining websites/web pages for the College and Division.
- Providing technical support and expertise to plan, design and execute marketing initiatives.
- Building, implementing, and supporting interactive technologies, including, but not limited to, web forms, Slate interfaces, and data collection/reporting tools.
- Researching possible solutions and their implementation when infrastructure does not exist to accomplish goals.
- Updating and maintaining websites using appropriate software and/or through code.
- Conduct online research and monitor web-based analytics.
- Collaborating with the central Mar/Comm office on campus-wide initiatives and standards.
- Helping to develop and implement Search Engine Optimization (SEO) and improve accessibility.
- Analyzing engagement, interactions, and response rates.

Digital Communications Specialist, UD Graduate College

July 2019 - August 2021

Communications Graduate Assistant, UD OGPE

June 2018 - June 2019

Communications Assistant, UD Research Office

October 2016 - August 2018