

## Jennifer H. Thompson

Human-Centered Digital Strategist

Communication • UX • Web Design • Technical Storytelling

Building authentic digital experiences people feel, trust, and remember.

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Website Portfolio: [JenniferHThompson.com](http://JenniferHThompson.com)

Bilingual (English/Spanish)

### Professional Summary

I help good people do more good.

I believe communication is at the heart of every successful system, and the best digital experiences begin with understanding the people they're built for. Whether I'm designing websites, improving UX, writing technical content, developing digital strategy, or translating complex ideas, my work always begins the same way—with curiosity, empathy, and thoughtful communication.

I love building experiences that help people understand, trust, and take action.

### Areas of Expertise

Communication & Strategy: Client Communication, UX Communication, Technical Writing, Content Strategy, Brand Storytelling, Information Architecture, Research & Synthesis, Public Speaking, Cross-Functional Collaboration

Web Design & Digital Experiences: WordPress, Elementor, Familiarity with Drupal, UX Strategy, Responsive Web Design, User Experience, User Journey Mapping, SEO Strategy, Accessibility, Digital Storytelling, SEO & AEO

Development Toolkit: React, TypeScript, Tailwind, JavaScript, Python, HTML/CSS, GraphQL, REST APIs, MongoDB, PostgreSQL, Git/GitHub

### Selected Projects

#### **Freelance Digital Strategist • UX Communicator • Web Designer | 2018–Present**

Partner with mission-driven organizations, entrepreneurs, hospitality businesses, and technology teams to transform complex ideas into thoughtful digital experiences through UX, communication, storytelling, and web strategy.

#### **The Beach Bucket | 2025–Present**

Designed and launched a responsive WordPress website blending storytelling, UX, SEO, online ordering, and digital strategy.

#### **Real Money Magic™ | 2025–Present**

Co-created a human-centered financial wellness application focused on compassionate UX, intuitive dashboards, financial clarity, AI Integration, and product strategy.

**Founder | Barefoot Abundance | 2012–Present**

Founded an internationally inspired brand centered on astrology, nature, writing, workshops, community gatherings, and authentic living.

**The Untold Stories of the Littlest Elephant™ | 2024–Present**

Author and creator of a children's series exploring courage, resilience, and environmental awareness.

**Professional Experience**

- Technical Writer & Contributor – BairesDev | Project-Based
- Content Strategist & Copywriter – WellSeekers
- Co-Founder & Technical Director – J&J Property Management & Concierge Services | 2018–2023
- Hospitality Operations & Digital Strategy – Sands By The Sea | 2023–Present
- GIS Lead & Technical Support Specialist + Marketing & Copywriter – Regroup Mass Notification (SaaS company) | 2014–2018
- Contaminated Sites Project Manager & GIS Specialist – NH Department of Environmental Services | 2007–2012

**Education**

University of New Hampshire – Full-Stack Software Engineering Certificate (2025)

University of New Hampshire – B.S. Environmental Conservation Studies, Magna Cum Laude (2007)