

# 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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## 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, 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

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

## Selected Client & Independent 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 that transformed a seasonal hospitality business into a welcoming digital experience through storytelling, UX, SEO, and online ordering.

**Real Money Magic™** | 2025–Present

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

### **Barefoot Abundance** | 2012–Present

Founded and developed a wellness-centered digital brand integrating yoga, meditation, creative mentoring, and community storytelling.

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

Author and creator of a children's series exploring courage, resilience, and the real lives of elephants.

## **Professional Experience**

- **Technical Writer & Contributor – BairesDev** | 2025 (Project-Based)
- **Content Strategist & Copywriter – WellSeekers** | 2017–2024
- **Co-Founder – J&J Property Management & Concierge Services** | 2018–2023
- **Hospitality & Guest Experience – Sands By The Sea** | 2023–Present
- **GIS Lead & Technical Support Specialist – Regroup Mass Notification** | 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 Science, Magna Cum Laude (2007)