

Wynona Jacqueline Janer

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Summary

Computer Information Systems and Modern Foreign Languages student with experience in digital media strategy and UX/UI design. Background in branding, content development, and data-informed decision making. Interested in product, UX, and technology-driven roles that combine design, business strategy, and user-centered thinking.

Education

James Madison University

B.B.A. in Computer Information Systems, B.A. in Modern Foreign Languages (Spanish)

Harrisonburg, VA

2024 – Present

Minors: Computer Science, Business Spanish

Coursework: Object-Oriented Programming, Data Structures, Computer Systems, Business Analytics, Web Development, Advanced Spanish Composition, Business Spanish Communication, COB 300: Integrated Management, Finance, Operations, Marketing

Blue Ridge Community College

A.S. in Computer Science, A.S. in Business Administration

Weyers Cave, VA

2022 – 2024

Other Training

Google UX Design Certificate | Coursera

2025 – Present

- Completed coursework in user research, wireframing, prototyping, and usability testing.
- Developed mockups using Figma, and applied design thinking principles to solve real-world UX problems.

Skills

Programming Languages: Python, JavaScript, Typescript, HTML, CSS

Tools: Microsoft Office, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Figma, Canva, Procreate,

Skills: Social Media Strategy, Content Planning, Audience Growth, Brand Partnerships, Campaign Development, UGC (User-Generated Content), Community Engagement, Event Marketing, Brand Communication

Soft skills: Detail-Orientation, Adaptability, Cross-Functional Collaboration, Innovation

Experiences

Social Media Marketing Manager | PERMANENT.

03/2026 – Present

- Manage social media strategy for a beauty studio specializing in permanent makeup, permanent jewelry, and laser tattoo removal across Instagram, TikTok, and Facebook.
- Designed the brand's visual identity including color palette, typography, iconography, and cohesive Instagram feed layout.
- Create promotional content for services, launches, and team features while collaborating with technicians to organize media assets and plan campaigns.

UX/UI Design Intern | Friend(s)

02/2026 – Present

- Contribute to user interface development for Friend(s), a matchmaking-focused social platform.
- Design and prototype matchmaking animations to enhance user experience and interaction.
- Select typography and develop visual symbols to support cohesive brand identity within the app.
- Assist in refining layouts and interface elements in Figma to improve usability and visual hierarchy.

Content Creator & Co-Manager | AllAboutHburg

07/2025 – Present

- Co-manage a city-focused digital media platform, leading brand direction and content strategy.
- Increased follower count from 400 to 1,000 in three months (August–November) through short-form video strategy and engagement optimization, and generated 10K+ total video views across Instagram Reels and branded content campaigns.
- Designed and launched the official AllAboutHburg website, establishing a centralized platform for partnerships.
- Developed three revenue-generating service packages (social media takeovers, content strategy, website development) for local businesses and collaborated with such businesses on sponsored campaigns, event marketing and brand activations.
- Develop promotional posters and digital assets using Adobe Creative Suite to maintain cohesive visual identity.

Projects

AllAboutHburg

Link to website: <https://allabouthburg.vercel.app/>

- Designed and developed the official AllAboutHburg website, creating the layout, branding, and user experience.
- Organized digital content and built sections for local business collaborations and community features, serving as a centralized hub for the media project.

Interactive Study Planner

Link to project: <https://w3stu.cs.jmu.edu/janerwj/cs343/project/>

- Built a front-end web application for organizing tasks, writing notes, and tracking study progress.
- Implemented a task manager, sticky notes system, progress tracker, and dashboard using HTML, CSS, and JavaScript.