

6/30/2021

Portfolio

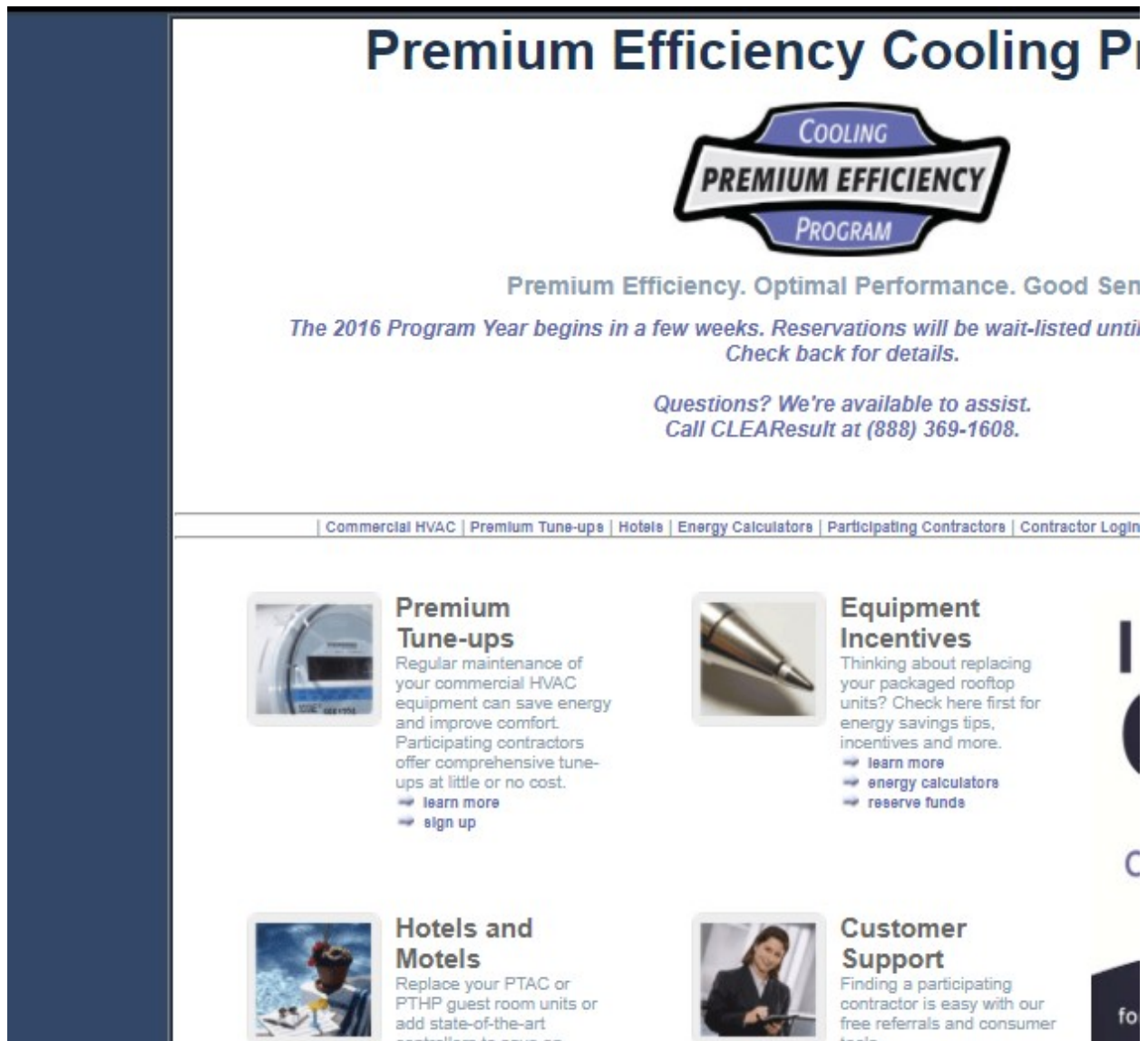
Roberta Dutenhoeffer

Portfolio

Conservation Services Group

www.premiumcooling.com

Multi-year project, designed and developed front-end website and backend tracking system for Conservation Services Group's Premium Efficiency Cooling Program, an energy rebate program serving SDG&E customers throughout Southern California.



Designed and developed websites for local communities including political action and church organizations, along with special interest clubs including:

Sacred Heart Religious Education

www.sacredhearted.org

This website was developed in response to COVID-19 school closures in the fall of 2020. It includes study guides for parents and a portal for students to communicate with their classmates and complete their weekly assignments. The website will continue to be used for the 2021-22 school year, for those students whose parents wish to continue their religious education remotely. The program also has an active Facebook page to extend its reach to social media, and a subscription based SMS text service for schedule notifications.



St. Wilfrid and St. Joseph Parishes

www.stwilfridsd.org | www.stjosephsd.org

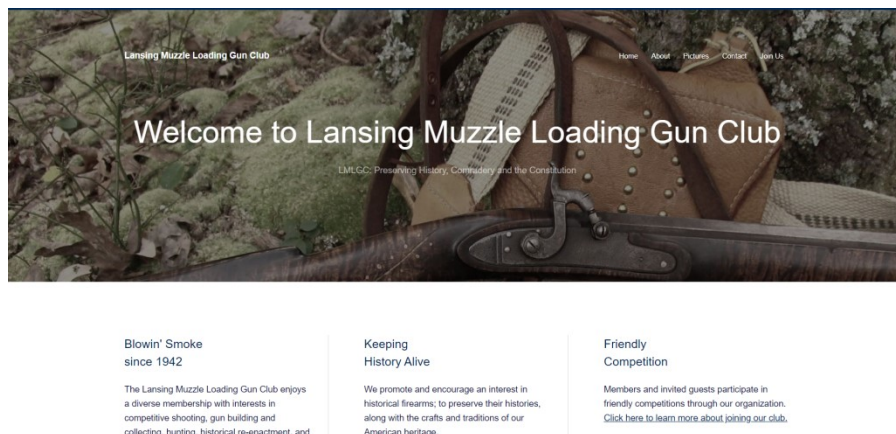
In 2020, developed two congregational websites with a backend content management system so that the church administrator could directly manage the website content with bulletins, updates and events.



Lansing Muzzle Loaders

www.lansingmuzzleloadinggunclub.com

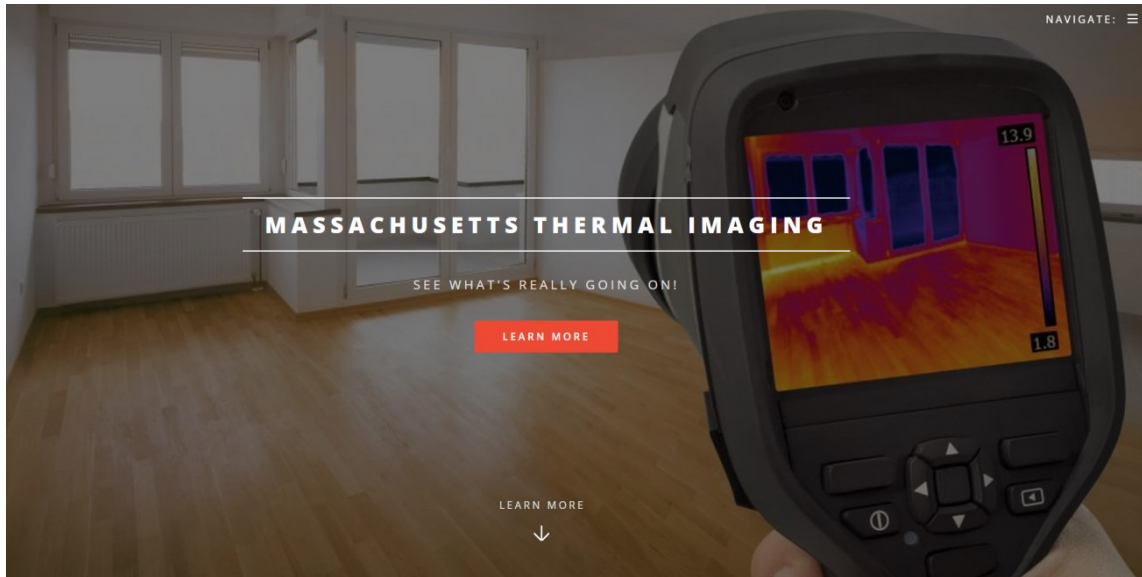
Designed website with an open source CMS backend for a membership based historical shooting club in Michigan to facilitate event management, member communication and facility use.



Designed and developed dozens of small business websites for clients over the years, client logos and integrated website designs with their other marketing materials. Wrote original website content; developed and implemented search engine ranking strategies.

Massachusetts Thermal Imaging

www.massinfrared.com



Michigan Mold Consultants

www.michiganmoldconsultants.com



Personal Projects

www.diggun.com

Developed this website and YouTube channel to help promote awareness of historical archaeology and the metal detecting hobby. Am currently slated to speak at the Highmore Historical Society in August to share perspectives on findings in Hyde County and central South Dakota.



Nederland Internet

Designed and developed an informational portal for this mountain community in Colorado. Website was active from 2003 through 2015.



Print Publication and Writing Experience

In addition to my web design portfolio, I have designed, contributed to, and produced various print pieces including company mailers, event invitations, flyers, product catalogs, user manuals and more. Work includes original writing, proofreading and design.

- Toshiba MRI – Wrote equipment installation procedures and technical guides.
- Qualcomm: wrote training materials for CDMA program.
- Pharmingen/BD Biosciences – designed website and company intranet, proofread multiple reagent catalogs
- Perceptive Informatics– wrote software specifications, user training manuals, quality assurance documentation
- Sierra Capital – Designed company launch materials and customer mailers
- Senator John T. Doolittle (internship, California State Capitol) – researched constituent issues; designed and contributed to campaign newsletters.