

DEBBIE MEST

Digital Solutions Consultant

SUMMARY OF QUALIFICATIONS

- 20+ years of cross-functional experience in digital design, administrative coordination, marketing assistance, and process-focused problem solving, including recent hands-on enterprise platform support work
- Proven ability to support enterprise service management platforms, including configuration of catalog items, variables, user criteria, and policies to enable effective self-service delivery
- Adept at gathering requirements, testing applications from an end-user perspective, and collaborating with teams to clarify workflows and improve usability
- Extensive background designing and maintaining client websites from concept through launch, with a focus on usability, accessibility, and mobile-friendly design
- Skilled at translating business needs into organized, user-friendly solutions that balance technical requirements with customer experience
- Experienced in conducting user testing across websites and applications, identifying areas for improvement, and providing practical recommendations to enhance the end-user experience
- Committed to building trusted client relationships through clear communication, consistent follow-through, and a genuine dedication to delivering work that meets client needs
- Highly organized and detail-oriented with strong communication skills and the ability to work effectively with technical teams, business users, and non-technical stakeholders in remote and collaborative environments
- Proactive in independently pursuing training and documentation to build functional knowledge of new tools and technologies in preparation for client projects
- Well-versed in applying generative AI tools including ChatGPT, Claude, and Gemini to support content creation, workflow efficiency, and platform-related tasks

CERTIFICATIONS

- **ServiceNow Certified System Administrator** (November 2025)
- **Digital Design Certification** (2021 - 2022) - San Diego Continuing Education
- **Social Media for Business** (2020) - San Diego Continuing Education
- **Web Skills for Business** (2000) - University of South Florida
- **JavaScript Programming** (2000) - University of South Florida
- **Adobe Photoshop** (2000) - University of South Florida

TECHNICAL SKILLS

ServiceNow, HTML, CSS, JavaScript, PHP, Bootstrap, Adobe Express, Canva, Adobe Creative Cloud, WordPress, Generative AI (ChatGPT, Claude, Gemini), Constant Contact, MailChimp, QuickBooks, Slack, Zoom, ClickUp, Asana, Hubstaff, Microsoft 365, and Google Workspace

EXPERIENCE

Independent Digital Solutions Consultant - 01/02 - Present

MOGE Consulting Company (01/21 - Present) ~ San Diego Web Solutions (01/02 - 12/20)

ServiceNow

- Translated customer requirements into ServiceNow catalog items, including variables, variable sets, user criteria, UI policies, and UI actions, leveraging AI to improve structure, clarity, and usability throughout the request experience
- Tested ServiceNow Service Portal requests from an end-user perspective, including scenarios requiring new user creation, and provided actionable feedback to improve the user experience
- Maintained tracking documentation for catalog item development, logging open questions, gaps, client follow-ups, team dependencies, next steps, and development status
- Contributed to ServiceNow requirements-gathering and knowledge transfer workshops, gaining firsthand exposure to platform-specific design decisions while drawing on years of client-facing web design experience
- Reviewed ServiceNow training and module overview presentations, deepening platform knowledge while helping ensure content was clear, accurate, and easy to follow for non-technical audiences
- Completed on-demand training and reviewed product documentation to quickly develop working knowledge of ServiceNow applications in preparation for client implementation and support

Web Design & UX

- Designed responsive, mobile-friendly, and accessible websites for clients and updated outdated sites to meet modern accessibility and mobile standards
- Customized themes, plugins, and layouts on third-party platforms including WordPress
- Optimized websites for search engine visibility (SEO)
- Performed hands-on usability testing across devices and browsers for personal design work as well as websites and applications developed by third-party vendors and enterprise software developers

Digital Marketing & Content

- Created graphics and images for web pages and marketing materials using Adobe products, Affinity, Canva, and generative AI tools
- Managed client social media including graphics, posting, and AI-assisted caption and content development
- Created and distributed email newsletters using Constant Contact and MailChimp
- Published content to Wikipedia about public figure clients

Business Operations & Administration

- Managed all day-to-day financial operations for a small business using QuickBooks
- Coordinated with outside legal counsel to maintain business filings, ensure S-Corp compliance, and support annual tax preparation
- Prepared and processed Statements of Work, responded to general business inquiries, and provided necessary documentation to new clients through the onboarding process

PRIOR EXPERIENCE

Early career roles in IT recruiting, marketing coordination, and administrative support

EDUCATION

Florida State University - BS in Social Science