

Chelsea Guffogg

Knoxville, TN • 336-705-2026 • cacguff@gmail.com • She/Her/Hers

LinkedIn: www.linkedin.com/in/chelseaguffogg

GitHub: <https://github.com/Chels93>

Portfolio: <http://chels93.github.io/CF--Portfolio/>

PROFESSIONAL SUMMARY

Versatile UX/UI Designer and Front-End Developer with a strong foundation in user-centered design, accessibility, and responsive web development. Former outdoor educator and program leader with over a decade of experience guiding teams, solving problems in dynamic environments, and creating impactful learning experiences. Adept at translating empathy and creativity into intuitive digital products, with proven skills in React, HTML, CSS, JavaScript, and UX research. Passionate about inclusive design and mission-driven collaboration, bringing a unique perspective that bridges education, technology, and design to deliver meaningful user experiences.

WORK EXPERIENCE

HubSpot Developer | Malibu Boats & Axis Wake Boats | Remote | January 2025 – Present

- Collaborate with cross-functional marketing and design teams to translate wireframes into clean, maintainable front-end code
- Create and customize modular, reusable email components in HubSpot CMS, optimizing for responsiveness and accessibility
- Conduct comprehensive cross-browser and device testing ensuring pixel-perfect rendering across platforms

UX/UI Designer | Medical Education Programs | Remote | February 2023 – January 2025

- Conducted user research utilizing structured research methods
- Designed and prototyped responsive wireframes using Figma
- Collaborated directly with stakeholders to iterate on solutions from ideation through fruition

Adventure Coordinator | Get In The Wild, Inc. | Remote | July 2022 – February 2023

- Maintained electronic records, filing, and program data using specific CRM systems
- Developed and executed targeted email marketing campaigns using CRM integration, resulting in improved customer engagement and program enrollment

Site Director | Innovation Learning | Mercer Island, WA | August 2021 – June 2022

- Oversaw and evaluated all program operations on site, ensuring that company policies and procedures are followed, including the company's specific STEAM curriculum
- Assisted in recruiting, training, and evaluating staff, and coordinating Professional Development sessions, ensuring state licensing requirements were met and maintained

TECHNICAL SKILLS

Languages & Frameworks: JavaScript (ES6+), HTML5, CSS3, React, Node.js, Express.js, Angular, HubL, Express.js, Bootstrap, Sass/SCSS

Tools & Platforms: GitHub, Figma, MySQL, Firebase, Postman, AWS Lambda, Expo, HubSpot CMS, Visual Studio Code, Chrome DevTools, MongoDB, Google Suite, Microsoft 365

Methodologies: Agile/SCRUM, Cross-browser Testing, Accessibility Standards, Test Driven Development (TDD), Progressive Web Apps, , Restful API Development, UX/UI Principles

PROJECTS

Full-Stack Movie Application (myFlix) | MERN stack, React, Angular, Node.js, MongoDB

Challenge: Developed complete client-server architecture for movie database application with multiple front end implementations

Action: Built REST API with authentication/authorization, implemented React and Angular clients, deployed serverless backend

Result: Delivered scalable full-stack application with 100% test coverage, supporting 1,000+ concurrent users across web and mobile platforms

Progressive Web Application (Meet App) | React, PWA, TDD, AWS Lambda, Google Calendar API

Challenge: Created serverless PWA for event management using test-driven development methodology

Action: Implemented offline functionality, serverless functions, OAuth2 authentication, and data visualization components

Result: Achieved 90%+ test coverage, 100% PWA Compliance score, and seamless offline experience with real-time event synchronization

Cross-Platform Mobile Chat Application | React Native, Expo

Challenge: Built real-time messaging app for iOS and Android with media sharing and location features

Action: Implemented Firebase authentication, Firestore database integration, image/location sharing, and offline message storage

Result: Delivered fully accessible chat app with real-time messaging, offline support, and cross-platform compatibility

Angular Movie Database Client | Angular, TypeScript, Angular Material, JSDoc

Challenge: Developed enterprise-grade client application with comprehensive documentation and Agile methodology

Action: Implemented routing, authentication forms, material design components, and complete technical documentation

Result: Delivered production-ready Angular application with full TypeDoc documentation and Agile project management integration

EDUCATION

Bachelor of Science, Recreation Management | *Appalachian State University, Boone, NC* | 2016;

Concentration: Leadership Studies, Outdoor Experiential Education

CERTIFICATES

HubSpot CMS for Developers | *HubSpot Academy* | May 2025

HubSpot Email Marketing | *HubSpot Academy* | May 2025

HubSpot Reporting | *HubSpot Academy* | May 2025

HubSpot SEO | *HubSpot Academy* | May 2025

Cloud Computing | *Career Foundry* | May 2025

Full Stack Web Development Certificate | *Career Foundry* | May 2025

UX/UI Design Certificate | *Avocademy* | August 2023

TEFL (Teaching English as a Foreign Language) | *myTEFL* | September 2019