

Chelsea Guffogg

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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.

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* | 2025
HubSpot Email Marketing | *HubSpot Academy* | 2025
HubSpot Reporting | *HubSpot Academy* | 2025
HubSpot Service Hub Software | *HubSpot Academy* | 2025
HubSpot Sales Hub Software | *HubSpot Academy* | 2025
HubSpot SEO | *HubSpot Academy* | 2025
Full Stack Web Development Certificate | *Career Foundry* | 2025
UX/UI Design Certificate | *Avocademy* | 2023
TEFL (Teaching English as a Foreign Language) | *myTEFL* | 2019

TECHNICAL SKILLS

Languages & Frameworks: JavaScript, HTML5, CSS3, React, Angular, HubL
Tools & Platforms: GitHub, Figma, MySQL, Google Suite, Microsoft 365, HubSpot
Methodologies: Agile, Responsive Design, Cross-browser Testing, Accessibility Standards

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

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 diverse 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
- Helped develop and standardize Standard Operation Procedures (SOPs) for office operations
- Answered customer inquiries via phone, email, and SMS, ensuring customer satisfaction, including all communications and content management among all social media platforms

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

ESL Teacher | VIPKID, Inc. | Remote | October 2019 – August 2021

- Taught English as a second language to students aged 4-17 and created innovative, age-appropriate lesson plans, focusing on writing, speaking, and reading the English language
- Monitored and assessed student performance and tailored one-on-one sessions to the individual's writing, speaking, and reading capabilities and administered tests and custom programs

Micro School Director/Educator | Terra Marin School | Marin, CA | May 2020 – August 2020

- Created and implemented an outdoor, academic program for students in various outdoor settings, adhering to parental programming requests
- Managed an outdoor classroom for elementary-aged students, while facilitating program objectives and collaborating with administrators and officials regarding further improvements
- Collaborated with executive think tank on curricula creation and implementation

Course Director | SOAR, Inc. | Dubois, WY | May 2018 – August 2019

- Supervised staff and oversaw facilitation of activities participant care, including medication administration, while serving as a senior medical liaison and EMT
- Evaluated staff, managed budgets, and assessed ongoing logistic requirements
- Directed all communication with participants and parents and served as the staff liaison to the Central Office Program Directors

Academic Field Instructor | SOAR, Inc. | Balsam, NC | August 2017 – May 2018

- Provided around-the-clock supervision of participants for twenty consecutive days in the field on rotation for the entire academic year
- Educated students and facilitated high adventure activities for youth while in the field and administered regularly scheduled medications while on base and in the field
- Completed daily paperwork on each participant and their goals, and accomplishments and graded academic work while in the field

Risk Management Specialist | Appalachian State University | Boone, NC | August 2015 – August 2017

- Oversaw risk management and emergency action plans, providing feedback to students, and serving as a resource for students as they constructed their programmatic plans for trips
- Co-lead five-day expeditions comprising ten students