



## CONTACT

Cheyenna Raelynn

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507. 720. 8770

Minneapolis, MN

## PORTFOLIO & PROFILES

cheyenna-raelynn-portfolio.netlify.app

cheyennaraelynn.myportfolio.com

github.com/RaeOfChey

linkedin.com/in/cheyenna-raelynn

## EDUCATION

### Full Stack Coding Certificate

University of Minnesota

Sept 2024 - Dec 2024

### BFA in Graphic Design with a Minor in Photography

Minnesota State University

Sept 2016 - Dec 2020

## TOOLS & SKILLS

- HTML/CSS
- JavaScript (ES6)
- TypeScript
- Responsive Design
- React
- UX/UI Design
- Git/GitHub
- APIs
- Accessibility
- Figma
- User Flows
- Wireframing
- Problem-Solving
- Communication
- Attention to Detail
- Time Management
- npm (Node Package Manager)
- Prototyping
- Visual Studio Code

## SUMMARY

Front-End Developer with a 5-year background in graphic design and UX/UI design. Skilled in creating visually compelling and user-friendly web interfaces. Looking to leverage my design sensibility, UX knowledge, and development skills to build intuitive, high-performance websites and web applications.

## EXPERIENCE

### Coding Bootcamp Projects

Aug 2024 - current

University of Minnesota | Minneapolis, MN (remote)

- Designed an interactive user interface (UI), ensuring a polished, intuitive user experience (UX) across devices by following responsive design principles.
- Developed a responsive full-stack web application using Node.js, Express.js, React, PostgreSQL, and Sequelize, adhering to modern web development standards and practices.
- Implemented RESTful API with GET and POST routes to manage dynamic data retrieval and submission between the front end and the PostgreSQL database.

### Digital Marketing Strategist

Jul 2023 - Aug 2024

ITASCA Minneapolis | Minneapolis, MN (hybrid)

- Led the design and launch of ITASCA's first e-commerce website, increasing software sales by 25% by transitioning from a manual sales process to an automated online checkout, improving user experience and conversion rates.
- Increased web traffic by 40% by focusing on improving user experience, mobile responsiveness, information architecture, accessibility resulting in enhanced visibility and customer engagement.
- Coordinated with third-party development team to maintain a branded, mobile responsive, and accessible website, utilizing Figma for wireframing, prototyping, and design feedback, ensuring cohesive UI/UX across the website.
- Integrated an AI-powered chatbot into the website in collaboration with internal team, leveraging OpenAI to streamline customer support and reduce inquiry response times, increasing user satisfaction.

### Graphic & UX Designer

Sept 2021 - May 2022

Kelvix | Portland, OR (hybrid)

- Boosted revenue by 35% in 4 months by contributing to the successful launch of an eCommerce website using WordPress and Shopify integration, providing streamlined user experience for users during the sales process.
- Increased customer satisfaction by 40% through the development and implementation of a user-friendly customer portal, enabling clients to track orders, access product documentation, and manage warranties independently.
- Cut website load time by 50%, improving site performance from 15 seconds to 4 seconds, leading to a 32% increase in time spent on the website and reduced bounce rate by 21%.
- Increased user satisfaction by 40% through the implementation of a user-friendly customer portal, enabling clients to track orders, access product documentation, and manage warranties independently.