



# Chase McQuown

UX/UI Designer

I'm a UX/UI designer with skills in both the digital marketing and web development realms. My main interest is in creating engaging & intuitive digital solutions.

## Experience

December 2023 - September 2023

### UX/UI Designer at The Upside Geeks

I owned the design process from low fidelity wireframes to high fidelity-interactive prototypes. I provided quality assurance during the development process to ensure final products met expectations. I designed email marketing templates to help boost click through rates. I optimized designs for both desktop and mobile applications.

## Education

April 2021 - October 2021 | University of Texas, Austin

### Full Stack Web Development Bootcamp

Completed with certificate

December 2021 - May 2022 | University of Texas, Austin

### Digital Marketing Bootcamp

Completed with certificate

June 2022 - November 2022 | University of Texas, Austin

### UX/UI Bootcamp

Completed with certificate

## Projects

UX/UI

### Chefsy | Mobile Application

Chefsy is a mobile application that allows users to generate recipes, meal plans, and more based on the ingredients they already have in their pantries.

Digital Marketing

### Alamo Drafthouse Rewards Program

A marketing campaign for a rewards program. I designed and developed the landing page and also developed a retargeting strategy.

## Get In Touch

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🌐 [chasemcquown.github.io/cleanfolio](https://chasemcquown.github.io/cleanfolio)

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📄 [github.com/chasemcquown](https://github.com/chasemcquown)

## Technical Skills

- Storyboarding
- Heuristic Evaluation
- Persona Creation
- UI Grids and Composition
- Decision Flow Diagrams
- Responsive Design
- Retargeting & Audience Building
- Keyword Research
- Digital Funnels
- Typography
- Insight Synthesis
- SEO
- Color Theory
- Analytics
- Interaction Design and Iconography

## Tools & Tech

🎨 Figma

📄 HTML5

📄 CSS3

📄 JavaScript

🌐 WordPress

🔗 VS Code

🐙 GitHub

🗨 Slack

📁 Google Drive