

# Chase McQuown

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| GitHub: [github.com/chasemcquown](https://github.com/chasemcquown)

Digital product designer & developer with experience in web development, UX/UI design, and digital marketing. Strengths in designing and building creative and visually pleasing applications, website optimization, and research of all sorts.

## TECHNICAL SKILLS

WordPress, HTML5, CSS3, GitHub, Bootstrap, JavaScript, Express.js, React.js, MySQL, Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis, Search Engine Optimization (SEO), Link Building & Backlinks, Customer Journeys, Digital Funnels, Analytics, Retargeting & Audience Building

## PROJECTS

### Web Development Project | <https://www.barnabasconnects.org/>

Barnabas Connection is a non profit organization that provides health and human services, client advocacy, and community education. The initial goal of this project was to redesign the existing website, being that it was outdated. Utilizing my wireframing, web development, and WordPress skills, I planned and executed accordingly.

- Skills | Technologies Used: WordPress, Wireframing, HTML5, CSS3, Information Architecture (IA), Figma, Trello, Slack

### Chefsy | [Case Study](#)

Chefsy was a hypothetical mobile app that would allow its users to generate recipes, meal plans, and more based on ingredients they already had in their pantry. With a team of 5, we built a clickable mobile prototype utilizing Miro, Figma, and InVision.

- Skills | Technologies Used: User Research, User Experience Design (UI/UX), Decision Mapping, Persona Creation, Wireframing, Information Architecture (IA), Interaction Design, Prototyping, Usability Testing, Storyboarding

### Simple WX | <https://chasemcquown.github.io/simple-WX/>

SimpleWX is a weather application that will return both current conditions and a 5 day forecast to a user upon fetch.

- Skills | Technologies Used: Bootstrap, Wireframing, HTML5, CSS3, JavaScript, Open Weather's API, GitHub

### **Central Texas Ruffugees | [Case Study](#)**

Central Texas Ruffugees is a non profit organization that rescues dogs from kill shelters in central Texas. They were in need of not only more fosters to take care of rescue dogs, but also in desperate need of a redesigned website..

- Skills | Technologies Used: Wireframing, User Research, User Experience Design (UI/UX), Decision Mapping, Persona Creation, Storyboarding, Wireframing, Information Architecture (IA), Interaction Design, Prototyping, Usability Testing

### **Alamo Draffhouse Rewards Program Marketing Campaign | [Project](#)**

A hypothetical marketing campaign for a hypothetical rewards program.

- Skills | Technologies Used: Market Analysis, Competitor Research, Retargeting, Digital Funnel, Paid Search Ads, WordPress

### **FarmGo | <https://farm-gomarket.herokuapp.com/> | [Github Repo](#)**

A hypothetical MERN stack farm to client application.

- Skills | Technologies Used: Bootstrap, Wireframing, HTML5, CSS3, JavaScript, Node.js, Express.js, Mongo.db, React.js, GitHub

## **WORK EXPERIENCE**

### **Austintatious Design**

March 2022 - July 2022

#### **Wordpress Developer (Contractor)**

- Wireframed layouts for different pages
- Restructured links within the websites navigation
- Developed website with WordPress
- Used Trello and Slack to communicate with client and make necessary changes/iterations to website

### **EZDirectLoans**

July 2022 - August 2022

#### **UX/UI (Contractor/Consultant)**

- Streamlined flow of data between API's by updating landing page forms

### **ZBS Law**

July 2016 - March 2020

#### **Administrative Assistant**

- Responsible for incoming and outgoing documents through the use of various tracking softwares. Rendered aid in finding and retrieval of original documents. Delivered and received packages via FEDEX, UPS, USPS, GSO, and OnTrac
- Trained multiple employees for reception and supervision of incoming and outgoing documents
- Covered front desk. Answered calls, determined needs, and delivered the calls to the appropriate departments. Received and distributed faxes to correct departments.
- Oversaw ordering and arrival of supplies
- Aided in firm security in the presence of third party(s)

## EDUCATION

Certificate of Completion, Full Stack Coding Bootcamp  
University of Texas, Austin

October 2021

Certificate of Completion, Digital Marketing Bootcamp  
University of Texas, Austin

April 2022

Certificate of Completion, UX/UI Bootcamp  
University of Texas, Austin

October 2022