

# Reggie Cheston, II

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Software Engineering | Software Development | Web Development

## PROFILE SUMMARY

A collaboration-oriented Software Engineering Apprentice with 3+ years of tech-focused experience. Well-versed in interpersonal communication skills, motivating peers, and software development. Highly driven to produce quality work while fostering a healthy work environment.

### *Key Skills & Signature Strengths*

**Soft:** Project Management | Attention to Detail | Interpersonal Communication | Critical Thinking | Adaptability | Fast Learner | Collaboration | Teamwork | Networking | Market Research & Analytics | Design Thinking | Leadership | Creativity | Time Management | Agile Development | Problem Solving

**Technical:** HTML | CSS | JavaScript | Node | React | SQL | Semantic HTML | BEM | OOP | Git | GitHub | Netlify | Wire-framing (Figma, Mira) | Adobe Suite (Xd, Ps, Ai, Id) | MacOS | Windows | Microsoft Office (Excel, Powerpoint)

## CERTIFICATIONS

**Growth-Driven Design** | Hubspot Academy - 2023

**MOS Excel Certified** | 2018

## PROFESSIONAL EXPERIENCE

### Coding Apprentice

**Road to Hire | Charlotte, NC**

**September 2023 - Present**

Specializing in full-stack engineering, I collaborate with other software engineers to build projects using front-end and back-end technologies, adhering to best practices. This experience has honed my professional and technical skills in contributing to the entire software development lifecycle.

#### *Key Highlights*

- Collaborating with a team of engineers in identifying and prioritizing features and requirements while utilizing version control systems to complete 4-5 tickets monthly.
- Conducting weekly code demos and reviews to provide feedback to improve code quality.
- Developing and executing unit tests and performing system testing to ensure software quality.
- Building full-stack projects while incorporating best practices, including semantic HTML, BEM, OOP, and W3C validation.

### Digital Tech

**Belk Headquarters | Charlotte, NC**

**July 2022 - September 2023**

Partnered with the likes of Crown and Ivy, Ralph Lauren, Calvin Klein, Jessica Simpson, Free People, Nautica, Levi's, and Coach, to capture digital assets of seasonal inventory for PDP.

#### *Key Highlights*

- Collaborated with a team of photographers, stylists, and studio assistants to manage an average of 40 e-commerce productions a month.

- Led in photo equipment inventory and the responsibility for \$500K in company technical tools.
- Followed Belk's studio standards and guidelines to quality-check, label, organize, and upload 2,000+ images weekly for PDP, using Canon systems, CaptureOne, Microsoft Excel, and Adobe Aem.

#### **eCommerce Photographer/Editor**

**The Whitaker Grp | Charlotte, NC**

**August 2020 - September 2021**

Partnered with industry leaders like Nike, Jordan, Adidas, Asics, Thom Browne, Readymade, Celine, Dior, Bape, Billionaire Boys Club, Amiri, and New Balance, to capture digital assets of seasonal inventory for PDP for APB, Social Status, and A Ma Maniere.

#### **Key Highlights**

- Shot a high volume of files in accordance with studio standards to meet close deadlines and upload 800+ weekly assets for PDP.
- Maintained studio safety standards and abided by OSHA's workplace safety regulations.

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## **LEADERSHIP EXPERIENCE**

#### **Lead Photographer/Assistant Production Manager**

**The Whitaker Grp | Charlotte, NC**

**September 2021 - September 2023**

Led a team of 8 photographers in day-to-day eCommerce studio operations. Cultivated a healthy, collaborative, and productive studio environment that increased overall productivity by 300% under team leadership.

#### **Key Highlights**

- Coordinated between teams for product procurement and project management to capture assets of 300+ weekly products.
- Quality-checked 2500+ apparel and accessories assets for PDP (raw images, final edits, copywriting).
- Established and managed KPIs and photography standards to effectively determine goals, meet deadlines, and increase productivity.
- Led e-commerce production including casting talent, delegating tasks, oversight, and transferring assets to the editing team.