**CHERYL DE VALLANCE, UXC**

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www.linkedin.com/in/cheryldevallance

Online portfolio: www.devallance.com

**WEB DESIGNER AND FRONT-END DEVELOPER**

Numerous years experience in visual design, primarily focused in the digital world with responsive web design and e-commerce. My mastery in creative software, such as Adobe Creative Suite, is complimented by my front-end development skills. My intent is to leverage my expertise and certification in UX and UI design in a role utilizing the latest technologies in User Centered Design (UCD) providing end-to-end solutions.

**SKILLS & EXPERTISE**

SKILLS: UX/UI design, web design, responsive frameworks, branding/logo design, illustration, prototyping, wireframing, sitemaps, banner advertising, marketing design, email design, packaging, print design

SOFTWARE: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), IntelliJ IDEA, Sublime Text, BBEdit, Microsoft Office (Word, Excel, PowerPoint, Sharepoint), Salesforce

LANGUAGES: HTML5, CSS3, LESS, Sass, JavaScript, jQuery, PHP, Marketo, Pardot

TOOLS: Mac, PC, WordPress, Agile process, GitHub, Jira

**CERTIFICATION**

User Experience Certification

Nielsen/Norman Group, License 1010159

Starting October 2015

**EXPERIENCE**

November 2016 – April 2024: Self-Employed Seattle, WA

FREELANCE GRAPHIC DESIGN CONSULTANT

* Doing contract and freelance work for companies such as Microsoft, Amazon, The Seattle Times, Indigo Slate, and Hyperproof.
* Designing and coding websites for small companies and nonprofit groups.
* Successful at managing several clients simultaneously, creating corporate identities, designing and producing printed media.

July 2012 – October 2016: Dominion Marine Media Seattle, WA

WEB DESIGNER AND FRONT-END DEVELOPER

* Responsible for designing and coding responsive websites and branding for yacht dealers and brokers using Adobe Creative Suite, HTML5, CSS3, PHP, WordPress, jQuery, Javascript, and within custom content management systems.
* Collaborated with team members to launch multiple template-based websites per month. Maintained and supported web sites for over 100 clients. Used project management skills to monitor multiple clients and projects at the same time.
* Implemented and customized organizational and design best-practices not utilized before: creating sitemaps, wireframes, presentation format for client-facing work, and revamped repositories of assets.
* Mentored junior designers, giving positive and constructive feedback and sharing my expertise, helping others grow their skills and knowledge.
* Influential in the creation, buy-in, and execution of a custom CMS for clients, saving hours of design and development time which allowed client billing within days instead of months.

May 2004 – June 2011: drugstore.com, inc. Bellevue, WA

SENIOR WEB DESIGNER

* Senior Designer for family of retail/e-commerce web sites and micro sites; daily jobs included creating banner ads, designing and producing emails, creating illustrations for special projects, building logos/branding for internal identities, creating style guides, redesigning corporate intranet, producing print projects.
* Contributed and influenced the redesign of the drugstore.com site (global navigation & shopping experience) through effective collaboration internally and externally.
* Proficient in working in a fast-paced environment and under strict deadlines as proven by launching new marketing campaigns site-wide on a monthly basis.
* Promoted from email designer to Senior Designer of drugstore.com. Included more responsibility, leading site design look and feel, collaborating across departments to complete deadlines on time, increasing drugstore.com’s brand value which resulted in being bought by Walgreen’s.

**EDUCATION**

Western Washington University – Bellingham, WA

Bachelor of Arts – Graphic Design & Illustration, 1992