CHERYL J. DeVALLANCE, UXC

WEB AND DIGITAL DESIGNER

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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), BBEdit, Microsoft Office (Word, Excel, PowerPoint), 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 10159
Starting October 2015

EXPERIENCE

FREELANCE GRAPHIC DESIGNER
Seattle, Washington
November 2016 - April 2024

- Doing contract and freelance work for companies such as Microsoft, Amazon, Indigo Slate, and Hyperproof.
- Designing and coding websites, creating and producing logos and marketing materials for companies and nonprofit groups.
- Successful at managing several clients simultaneously.

WEB DESIGNER and FRONT END DEVELOPER
Dominion Marine Media, Seattle, Washington
July 2012 - October 2016

- Responsible for designing and coding responsive websites and branding for luxury 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.

SENIOR UI DESIGNER
drugstore.com, inc., Bellevue, Washington
May 2004 - June 2011

- Senior Designer for family of retail/e-commerce websites; daily jobs included creating digital marketing assets such as banner ads, emails, illustrations, building logos/branding for internal identities, creating style guides, redesigning corporate intranet, designing and producing print materials.
- 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

Bachelor of Arts Degree
Graphic Design & Illustration
Western Washington University
Bellingham, WA