

Chelsea Pike

Web Development | UX/UI Design | Graphic Design

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Professional Summary

Results-driven Web Developer with 10+ years of experience transforming digital experiences and driving measurable business outcomes through high-quality web development, design, and branding. Proven ability to lead large-scale website builds, scale marketing websites, and optimize performance to maximize user engagement and conversion rates. Strong background in bridging the gap between design and development, delivering seamless brand experiences across all touchpoints. Known for driving operational efficiency, enhancing technical performance, and developing scalable web solutions that deliver tangible business results.

Areas of Expertise

Web Development	HTML5, CSS, SASS, JavaScript (ES6+), Responsive Design, Web Accessibility (WCAG), Cross-Browser Compatibility, Web Performance Optimization, Custom Integrations
Web Analytics & CRO	Google Tag Manager, Google Analytics, Event Tracking, A/B Testing, Conversion Rate Optimization (CRO), User Journey Analysis, Technical SEO, Core Web Vitals
Design & UX/UI	Figma, Adobe XD, Photoshop, Illustrator, InDesign, Wireframing, Prototyping, Design Systems, Information Architecture

Professional Experience

Lead Web Developer, Seamless.AI, *Dublin, OH* | Jan 2023 - Present

Own the end-to-end development, performance, and scalability of Seamless.AI's marketing website, driving exceptional user experiences and measurable business outcomes. Collaborate cross-functionally with marketing and leadership teams to translate creative concepts into functional, high-performing web solutions, ensuring optimal site performance, accessibility, and responsiveness across all devices and browsers.

- Engineered a full-scale website rebuild, expanding from 15 to 130+ pages in under 5 months, increasing conversion rates by 3x and earning recognition as a Top 4 Finalist in the 2023 Webflow Awards for Brand Transformation.
- Standardized web analytics by migrating from Universal Analytics to GA4 and auditing Google Tag Manager configurations, ensuring accurate event tracking and reducing technical debt by 44%.
- Increased project workflow efficiency by 73% through improved processes and documentation, including creating standard operating procedures, video walkthroughs, and configuration mappings, establishing a sustainable knowledge repository.

Designer, Seamless.AI, *Dublin, OH* | Aug 2021 - Jan 2023

Collaborated with advertising and sales teams to craft visually compelling, high-performing digital assets, including landing pages, advertisements, and branded sales enablement content. Focused on enhancing user engagement and driving business growth through thoughtful design execution.

- Contributed to a company-wide brand refresh, establishing and implementing a comprehensive style guide to ensure consistency across all marketing touchpoints.
- Optimized landing page performance, achieving a 31% faster Page Speed, 60% higher Session Conversion Rate, and 45% higher User Conversion Rate through design and development best practices.
- Served as the web development expert, providing technical guidance to the design team to ensure creative solutions were feasible, high-performing, and aligned with web best practices.

Creative Graphic Designer, Chatsworth Products, *New Bern, NC* | Nov 2017 - Jul 2021

Served as the creative lead within the marketing department, conceptualizing and delivering impactful visual assets to support large-scale product launches, advertising, digital events, and trade shows. Introduced development skills to bridge the gap between design and execution, enabling faster production cycles and higher-quality deliverables.

- Led the design and development of the ZetaFrame Cabinet System branding and global product launch, earning a Silver-level award in the 2021 Cabling Installation & Maintenance Innovators Awards.
- Designed and developed a virtual customer event featuring 2 tracks, 4 keynotes, 3 panel discussions, 12 featured products, and a resource library — achieving a 36% attendance rate.
- Streamlined webinar production by creating a scalable Marketo template with integrated variable functionality, enabling faster deployment of promotional assets across multiple webinars.
- Designed and developed an interactive trade show booth, allowing customers to engage directly with products and specialists — a design so successful it was reused for three consecutive years with minimal modifications.

Production Specialist, PureRed, *Mooresville, NC* | May 2016 - Jun 2018

Supported high-volume production design for Lowe's Home Improvement and other major clients, ensuring the delivery of accurate, brand-compliant, and press-ready files for various print and digital assets. Frequently consulted across PureRed offices for technical expertise in production design.

- Prepared final press-ready files for large-scale circulars and promotional materials, consistently ensuring adherence to brand standards and design accuracy.
- Optimized production workflows by creating adaptable design templates that could accommodate over 100+ regional variations without compromising quality or accuracy.
- Provided technical troubleshooting and design support for complex production issues, reducing project turnaround times and minimizing errors.

Graphic Design Contractor, Corning Optical Communications, *Hickory, NC* | Feb 2014 - Feb 2016

Delivered high-quality design solutions for large-scale product launches, corporate branding, and marketing collateral while maintaining strict adherence to Corning's brand standards. Collaborated closely with product marketing teams to develop compelling creative assets that supported revenue growth and market penetration.

- Led the design and branding of the global Edge8 product launch, exceeding year-end revenue goals by 37.5% and driving high-impact market visibility.
- Spearheaded a division-wide brand refresh, collaborating with internal stakeholders to modernize the brand identity and achieve leadership buy-in for company-wide adoption.
- Managed external vendors and production partners, ensuring on-time delivery, budget adherence, and consistent quality standards without compromising creative output.

Education & Certifications

Bachelor's Degree, Graphic Design, The Art Institute of Charlotte | 2013

TechDegree, Front End Development, Treehouse | 2017

Certificate, Google UX Design, Coursera | 2022

Certificate, Google Analytics, Google Digital Academy | 2023

Certificate, SEO, Hubspot Academy | 2024