

RACHEL COWLES

WEB DESIGNER && DEVELOPER

(704) 280-3435 [cowlesrk.github.io](https://github.com/cowlesrk) cowlesrk@yahoo.com

SKILLS

- HTML5
- CSS3
- Sass
- Javascript
- jQuery
- Git / Github
- Shopify Liquid
- Responsive Design
- Photoshop
- Illustrator
- InDesign
- Email Design
- Marketing Strategy
- Content Creation
- Social Media Design
- Google Analytics

EXPERIENCE

Web and Digital Media Developer

Premier Yarns, Charlotte, NC | March 2016 - Present

Helped design and implement a new Shopify web store. Maintained code and responsible for feature enhancements, integrating third party apps, and creating all web, email, and marketing graphics.

- Helped run both in-person and virtual focus groups to inform website redesigns and feature enhancements.
- Started the Instagram account and have grown the following to 2,300+ in two years.
- Designed themed yarn and pattern lookbooks.
- Designed emails for our 30,000+ subscriber list (5-6 emails weekly).

Freelance Web Designer and Developer

June 2016 - Present

Helped clients solve problems using competitive and user research to inform designs.

Code Immersion Teaching Assistant

Tech Talent South, Charlotte, NC | Jan 2016 - March 2016

Assisted students with learning full-stack web development, debugging and decoding error messages, and understanding programming logic. Answered code questions and helped with homework and projects as needed.

EDUCATION

Full-Time Code Immersion Program

Tech Talent South, Charlotte, NC | Oct - Dec 2015

Studied full-stack web development in an eight week intensive bootcamp environment. Learned test driven development, responsive design, agile methodology, and how to think critically when solving programming challenges. Completed several projects dealing with APIs, databases, authentication, and user experience design.

Worked as a team to create a dating app (Chompr) for our final project that matched users based on their food preferences. Responsible for logo design, web design, and all front-end design code.

Bachelor of Art

UNCC, Charlotte, NC | 2010 - 2012

Studied various areas of art including graphic design, digital media, and fiber arts. Minored in Asian studies and studied abroad in both China and South Korea.

OTHER

Girl Develop It Co-Organizer

Charlotte Chapter | November 2017 - Present

Worked with chapter leaders to help run events, mentor, and develop new curriculum as needed.