



CONTACT

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CORE SKILLS

- UX Strategy & Research
- UI/UX Design & Systems
- Responsive Web Design
- Front-End Development
- WordPress, Elementor, Divi
- Custom Widgets & Portals
- AI Workflows & Prompt Engineering
- Branding & Visual Identity
- SEO / GEO / AIVO
- Digital Marketing & Campaigns
- Video Production & Motion Graphics
- Analyrics & Conversion Optimization

EDUCATION

- Dallas College**  
Cinematic Arts and Behavioral Sciences  
2008-2012
  - Filim & Video Production
  - Computer Information Systems
  - Psychology
- LinkedIn Learning**  
Graphic Design & Visual Communication  
2016
  - Branding ▪ Typography ▪ Layout Design
  - Adobe Illustrator ▪ Adobe Photoshop
  - Print Production
- LinkedIn Learning**  
Digital Design & UI/UX Studies  
2025
  - User Experience Design ▪ User Interface Design
  - Wireframing ▪ Information Architecture
  - Responsive Web design ▪ Figma

CERTIFICATIONS & DEVELOPMENT

- Moz Academy**  
SEO, Marketing 2021 - 2022
  - SEO Essentials Certification
  - Technical SEO
  - Search Visibility & Content Optimization
- AI & Emerging Technology**  
Prompt Engineering & AI Workflow Design  
2023 - Present
  - Claude ▪ ChatGPT ▪ Custom GPT Development
  - AI Knowledge Systems ▪ AI Workflow Automation
  - Generative AI Applications

VIEW MY PORTFOLIO & FULL RESUME

SCAN OR VISIT:

CHASE - ANDERSON.COM

# CHASE ANDERSON

USER EXPERIENCE MANAGER & CREATIVE TECHNOLOGIST

I bridge creativity and technology to build intuitive digital expeirences that connect people, products, and business goals, from UX design and front-end development to AI workflows, branding, SEO, and digital strategy.

I turn ideas into measureable results.

- UX Strategy
- UI/UX Design
- Web Development
- HTML/CSS/JavaScript
- Custom Widgets
- AI Workflows
- Brand Systems
- SEO / GEO / AEO
- Digital Marketing
- Video & Creative



PROFESSIONAL SUMMARY

User Experience Manager with strengths accross UI/UX design, front-end development, custom widgets, AI workflows, vibe coding, branding, and marketing. Experienced in building scalable digital systems, launching products, and driving measureable results that support business growth.



PROFESSIONAL EXPERIENCE

- USER EXPERIENE MANAGER | CellGate Access Control Systems Systems** Jan 2026 - Present
  - Lead website strategy, UI/UX design, responsive web design, and digital customer experience initiatives.
  - Design, mockup, and develop custom front-end experiences with HTML, CSS, JavaScript, WordPress, Elementor, etc.
  - Design and prototype access control Smart Screen UX/UI, creating intuitive user flows, and production-ready interface designs.
  - Design and manage email campaigns from concept through deployment
  - Drive usability improvements across customer-facing platforms, dealer resources, and internal systems. including graphic design, functionality, CTA strategy, tracking links, lead capture workflows, custom landing pages, reporting, and analytics.
  - Collaborate with Product Development, Marketing, Sales, Support, and Leadership teams.
  - Use AI-assisted workflows to accelerate content creation, design, documentation, research, and process improvements.
- CORPORATE MARKETING ASSOCIATE | CellGate Access Control Systems** Oct 2023 - Jan 2026
  - Led website improvements, UX enhancements, front-end implementation, SEO, and resource portals.
  - Created UI/UX assets, icons, device screens, and user-focused product experiences.
  - Designed CellGate's brand guidelines and comprehensive brand book.
  - Rebranded TrueCloud Connect to solution-based SaaS positioning.
  - Name and branded the Entría product line.
  - Developed co-branded assets, flyers, sell sheets, campaigns, and Dealer Hub resources.
  - Produced promotional videos, GIFs, motion graphics, and campaign content.
  - Created marketing calendars and learning resources for onboarding and staff training.
- DIGITAL COMMUNICATIONS ASSOCIATE | Quadpack** Feb 2022 - Oct 2023
  - Managed website content, digital content creation, and campaign execution.
  - Created branding, messaging, email, digital art, and web development assets.
  - Focused on user experiences that drive traffic, performance, engagement, and measurable ROI.
  - Supported commercial communications with clear, visually consistent digital materials.
- DESIGN & MARKETING SPECIALIST | Sales Operations (US) | Quadpack** Jan 2018 - Feb 2022
  - Created product visualizations, cosmetic packaging concepts, sales collateral, and marketing assets.
  - Developed presentation-ready packaging concepts featuring Quadpack's sustainable Woodacity technology that contributed to purchase orders and future commitments from major brands including Victoria's Secret and Bath & Body Works.
  - Used Adobe Creative Suite and marketing best practices to support sales and commercial teams.
- GRAPHIC DESIGNER | East Hill Industries** 2015 - 2017
  - Designed cosmetic packaging artwork and production-ready files for print and manufacturing.
  - Created vector artwork for silk screening, packaging, labels, and product decoration.
  - Worked with CMYK workflows, Pantone color systems, production specifications, and print-ready files.
  - Transformed complex documents into clear, easy-to-understand branded materials.
  - Developed promotional materials for sustainable packaging concepts and product presentations.

PREVIOUS ROLES

Inside Sales Account Manager - East Hill Industries | B2B Marketing, Inside Sales - OMI / Outsource Marketing Inc.  
Team Lead - Trainer - Sutherland | Tier II Technical Support - Sutherland | Publisher / Affiliate Marketing - Google



SELECTED IMPACT

**50 %**

ORGANIC TRAFFIC GROWTH

Implemented SEO strategies and content optimization that increased organic search traffic by 50%

**55%**

SALLIES INCREASE

Developed and optimized email campaigns that contributed to a 55% sales increase

**25%**

OPEN-RATE LEFT

Used A/B testing, messaging optimization, and analytics to improve email open rates by 25%

**UI/UX SHIPPED TO MARKET**

Designed UI/UX for Watchman access control devices used globally in commercial, residential, and multifamily gated properties

**BRAND GUIDELINES DELIVERED**

Created CellGate's official brandbook and guidelines establishing visual consistency accross all channels

CORE TOOLS & TECHNOLOGIES

- Figma
- ChatGPT
- Claude
- Adobe Creative Suite
- WordPress
- Elementor
- Divi
- HTML5
- CSS3
- JavaScript
- Mailchimp
- CRM
- Prompt Engineering
- Machine Learning Basics
- SEO AEO & GEO Tools
- Google Analytics
- Python
- Google Colab
- Research & Analysis
- Video Editing (Premiere Pro)
- Motion Graphics