

# Michele Cheow

## React Front End Developer

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### Summary

A Senior Front End Developer with 15 years of CMS experience with strong focus on accessibility, performance, and user experience. Managed teams and maintained web applications for a variety of industries, predominantly building in WordPress and Sitecore. Focusing on Headless CMS Sanity, React/React Native, Node, Next, TypeScript, PostgreSQL, GraphQL, and Astro. Passionate about TDD and integrating it with Jest.

### Skills

**Web Languages/Libraries:** React, SASS, Bootstrap, Tailwind, HTML5, CSS3, JavaScript, WCAG 2.1 Accessibility Standards, WordPress and core functions, Razor templating engine, templating PHP knowledge, MySQL

**Designer Applications:** Photoshop, Sketch, InVision, Zeplin, Figma

**Web Development Tools:** JIRA, Bitbucket, Git, Docker, Webpack, WPEngine, Confluence for documentation, Node Package Manager, Azure DevOps, ChatGPT, Gemini, Claude

### Work History

#### Freelance, Senior Software Engineer - Front-End

OCT 2023 - CURRENT, Las Vegas, NV

**Skills:** React · Sanity · Next · Tailwind · Sass/CSS3 · Flexbox/Grid · Accessibility · Figma · WordPress · JavaScript (ES6+)

- Leveraged WordPress, Headless CMS Sanity, Tailwind CSS, Next.js, and React to deliver custom web experiences for freelance clients.
- Improved conversion rate by 15% through implementing WordPress for a non-profit company, resulting in a reduction in content editing time.
- Utilized GROQ for efficient data querying within Sanity, ensuring a smooth content management experience for clients.

#### Digitas Health / Senior Front End Developer

AUG 2021 - JUL 2023, Las Vegas, NV

**Skills:** Accessibility · Figma · JavaScript (ES6+) · React · WordPress · HTML5 · Bootstrap · Sass/CSS3 · Flexbox/Grid · Webpack · Sitecore

- Led the successful launch of high-value projects for prominent pharmaceutical clients, resulting in over \$500,000 in revenue and increasing site traffic by 20%, fostering seamless cross-functional collaboration
- Implemented and encouraged cross functional team collaboration between design and development from early project stage by creating recurring working sessions to review and catch potential technical issues before development phase, resulting in 10% faster delivery times and customer satisfaction.
- Actively championed accessibility optimization services as a distinguished member of Digitas Health's Accessibility Council
- Provide technical guidance and mentorship to junior developers, fostering their growth and ensuring code quality

## Wynn Resorts / Senior Front End Developer

NOV 2017 - AUG 2021, Las Vegas, NV

**Skills:** Accessibility · JavaScript · jQuery · HTML5 · Bootstrap · Sass · Sitecore · Sketch

- Awarded Developer of the Quarter 2018, Wynn Las Vegas, for exemplary leadership in guiding developers and third-party contractors during the Wynnlasvegas.com redesign
- Led the front end team in updating the hotel's booking engine, resulting in an increase of 40% in bookings for the following quarter
- Headed the development of modern user interfaces using Bootstrap, jQuery, and modular SASS for seamless user experiences, encouraging the team to use the most current browser-supported technology, with a focus on accessibility, performance, and user engagement within a Sitecore CMS environment, employing C# and Razor syntax
- Collaborated with Sitecore developers in the design, development, and deployment of Sitecore solutions

## Levy Online / Front End Web Developer

SEPT 2016 - SEPT 2017, Las Vegas, NV

**Skills:** jQuery · WordPress · HTML5 · Bootstrap · Sass · Gulp · CSS3 · MySQL · WPEngine · Sage Starter Theme

- Engineered responsive custom themes using Sage, a WordPress starter theme, Custom Post Types, Bootstrap, SASS, jQuery, Gulp and Bower compilers, and MySQL, culminating in amplified user experiences and elevated customer satisfaction
- Led development projects and adeptly managed tasks through JIRA, effectively delegating responsibilities to achieve project milestones while project planning with clients, providing accurate time estimations for tasks and ensuring seamless project delivery

## 9seeds / Web Developer, Independent Contractor

AUG 2014 - SEPT 2016, Las Vegas, NV

- Developed responsive custom WordPress themes, utilizing jQuery, SASS, and SVGs, while creating Custom Post Types and fields with CMB2 and ACF plugins. Handled design asset integration from Photoshop files, estimated project tasks, and conducted maintenance tasks on existing sites through the Infinite WP dashboard, ensuring plugin updates, backups, and Sucuri malware scans

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## Projects & Volunteer Work

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### OrcaSound / Full Stack Developer, Volunteer

JAN 2024 - CURRENT

**Skills:** React · Next.js · TypeScript · Docker

- Volunteer as open source contributor to OrcaSound, software that helps save endangered orcas along the North American West Coast

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## Education

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**City University of New York, College of Staten Island / Bachelor of Science:**  
Communications – Publication Design