

Chelsea Guffogg

Web Developer, UX/UI Designer, and HubSpot Specialist

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PROFESSIONAL SUMMARY

Web developer, UX/UI designer, and HubSpot specialist who founded Guffogg Consulting Group to build websites, HubSpot systems, and email programs for organizations ranging from small businesses to enterprise brands in healthcare technology and retail. Skilled in turning stakeholder goals into accessible, responsive experiences with WordPress, HubSpot CMS, HTML, CSS, and JavaScript. Brings years of team and program leadership, with a focus on clear communication, organized project management, and documentation teams can rely on.

WORK EXPERIENCE

Lead Developer, UX/UI Designer, and HubSpot Specialist | Guidehealth (Contract) | Remote

Sep 2025 – Present

- Designed information architecture, user flows, wireframes, and interactive Figma prototypes from stakeholder requirements
- Built an 11-page B2B website in four weeks with a component library of 15+ reusable templates, built to WCAG 2.1 standards
- Documented a design system and style guide covering typography, color, spacing, and components for long-term consistency
- Implemented SEO, schema markup, and analytics tracking, and added new program landing pages and lead capture forms
- Lead a HubSpot optimization and workflow enablement project across care and client teams

HubSpot Developer | Malibu Boats, Inc. (Malibu and Axis brands) (Contract) | Remote

Jan 2025 – 2026

- Built 20+ reusable, drag-and-drop email modules in HubSpot CMS using HubL, HTML, CSS, and JavaScript
- Developed branded landing pages and custom 404 and 500 error pages using template inheritance and global modules
- Tested across 15+ email clients, giving marketing self-service tools for on-brand campaigns

UX/UI Designer | Medical Education Programs | Remote

Feb 2023 – Jan 2025

- Conducted user research and usability testing to guide design decisions
- Created wireframes and interactive prototypes for all user flows, refining designs based on user feedback
- Collaborated with the founder and stakeholders to move designs from concept to product

Adventure Coordinator | Get In The Wild Adventures

Jul 2022 – Feb 2023

- Maintained CRM records and program data, and helped develop standard operating procedures for office operations
- Managed customer inquiries by phone, email, and text, plus content across social media platforms

Site Director | Innovation Learning and Education

Aug 2021 – Jun 2022

- Oversaw on-site operations of a STEAM program, ensuring licensing, policy, and Human Services compliance
- Recruited, trained, and evaluated staff, and coordinated professional development sessions

Field Instructor and Director of Regional Programs | SOAR

- Guided students through backcountry travel and academics, and led regional program operations and staff

SKILLS

Development: HTML5, CSS3, JavaScript (ES6+), TypeScript, HubL, React, Angular, Node.js, REST APIs, SQL, MongoDB, Firebase, AWS Lambda, GitHub

Platforms and Design: WordPress, Elementor Pro, HubSpot CMS, Shopify, Webflow, Figma, user research, wireframing, prototyping, design systems, WCAG 2.1, responsive design

Marketing and Leadership: HubSpot Marketing, Sales, Service, and Content Hubs, email automation, SEO, Google Analytics, reporting, project management, client communication, team training, SOPs

PROJECTS

Meet App | React, AWS Lambda, Google Calendar API

- Built a serverless PWA with test-driven development (90%+ coverage), offline support, and data visualization

Mobile Chat App | React Native, Expo, Firebase

- Built a cross-platform chat app with real-time messaging, offline access, image and location sharing, and screen reader support

EDUCATION

Bachelor of Science, Recreation Management | Appalachian State University, Boone, NC

2016

Concentrations: Leadership Studies, Outdoor Experiential Education

CERTIFICATES

HubSpot Academy: Marketing Hub Software, Content Hub for Marketers, Sales Hub Software, Service Hub Software, Reporting, Inbound Marketing, SEO

CareerFoundry: Full Stack Web Development, Cloud Computing | **Avocademy:** UX/UI Design