

SIERRA PILCHER

 (604) 805 6858

 sierradaya@gmail.com

With a passion for eCommerce and Business Technology Management, Sierra is skilled in data and process automation, business development, web development as well as solving pain points through intuitive design and information architecture.

PROGRAMMING

VBA

HTML

CSS

C/C++

SOFTWARE

Acrobat Pro DC

Divi

Sketch

Wix

Adobe Photoshop

Elementor

InVision

Wordpress

Microsoft Office Suite

Final Cut Pro

GoDaddy

Squarespace

EDUCATION

University of Athabasca

Bachelor of Commerce

eCommerce & Business Technology Management

Ongoing

RED Academy

Professional Diploma

User Experience Design

June 2018

WORK EXPERIENCE

Rock Solid Business Development

Business Consultant, UX Designer, Web Developer, VBA Developer, Manager

February 2021 - Present

- Designed and built websites for clients in a variety of industries; conducted market and user research, created low-fidelity and high-fidelity mockups and wireframes, conducted user testing, and solved user frustrations through iterative design.
- Created custom automated excel documents using VBA for importing, calculating and simplifying data from external sources.
- Created custom fillable forms with calculations and conditional logic using javascript.
- Wrote Canadian Digital Adoption Program reports to help clients receive government funding and loans to digitize their company.
- Managed a team of business consultants, assisted with their clients to achieve company goals and ensure customer satisfaction.
- Conducted discovery meetings with clients to understand their goals and formulate a plan to achieve them.

City & Country Contracting

Custom VBA Developer

June 2022 - November 2022

- Worked with company owner to help automate sales processes.
- Built and designed custom excel spreadsheets which import current Home Depot pricing, summarize expenses, and export accurate estimates and bill of materials.
- Worked with sales representatives to understand their process and goals, and adjusted spreadsheets to accommodate their needs.

Elevate Langley

Council Candidate, Web Developer, Graphic Designer

August 2022 - October 2022

- Ran for council of the Township of Langley with a former MLA. Attended fundraisers and formed connections with major participants and high profile community members in the Langley Township and Metro Vancouver area.
- Designed and built website to showcase our political platform, individual candidate's profiles, and encourage voter turnout.
- Designed business cards, posters, signage, graphics, videos, and newspaper and online ads.

Cloverdale Rodeo and Country Fair

Director, Committee Chair (Country Fair), Committee Chair (Ambassadors), UX Designer

April 2013 - September 2021

- Oversaw the organization's financial performance, investments and other business ventures to ensure success and capture funding for future endeavours.
- Organized and chaired electronic board meetings and country fair committee meetings.
- Recruited, managed, trained, scheduled and communicated with potential and returning volunteers about upcoming opportunities and events on the fairgrounds.
- Coordinated with directors, committee chairs, City officials, sponsors, shareholders, association members and business partners to ensure organizational goals are met.
- Designed a high-fidelity prototype for a mobile app, conducted user and market research, conducted user testing, and met with developers and management.

Rick's Heart Foundation

Product Design Manager, UX Designer, Web Developer

January 2019 - April 2019

- Designed and built a new website focusing on new endeavours of the organization.
- Created low and high fidelity prototypes based on user and market research.
- Submitted detailed progress reports outlining accomplishments, goals, needs, challenges and proposed solutions.
- Improved site traffic by 151% and decreased bounce rate by 16%.