Jaye Cherenfant

Tech Consultant & AI Specialist

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User-centric designer who specializes in AI and machine learning as well as Salesforce administration. Proficient in Adobe Creative Suite and Front End Web Development. I'm looking forward to using my diverse skillset in a dynamic setting that values education, organization, and technological proficiency. In every role my focus has always been about using my technological and analytical skills to drive efficiency, solve problems, and enhance user experience.

PROFESSIONAL EXPERIENCE

Tech Consultant
Vista Tech Solutions, LLC   *May 2023 – Present*

- Led innovative visual design strategy using Generative AI and client-centric web applications, focusing on clear communication of complex technical concepts through visual aids and demonstrations.
- Develop and implement strategic prototypes, integrating Generative AI into marketing and product initiatives, while coaching clients on ethical and inclusive AI design and effective leveraging of AI tools.
- Develop and deliver coherent presentations and visualizations to guide business decisions, leveraging insights drawn from comprehensive data analysis.
- Led AI technology workshops, adapting content to accommodate varying skill levels, while personally developing apps using Python, translated complex technical concepts to diverse user groups.

Operations Agent
Southwest Airlines- Baltimore, MD   *June 2017 – January 2021*

- Ensured flight safety by calculating accurate aircraft weight and balance.
- Collaborated with cross-functional teams for seamless flight operations, demonstrating problem-solving in a high-paced environment.
- Delivered exceptional customer service during both regular and irregular operations.
- Upheld stringent compliance with FAA, TSA, and airport regulations, maintaining meticulous flight records.

Lead Product Designer
Naturally Dope, LLC- Columbia, MD   *October 2019 – February 2022*

- Led multifaceted design projects, developing accessible hydroponic gardening systems through user research and prototyping.
- Utilized Adobe Creative Suite to deliver impactful graphic designs for merchandise and promotional materials.
- Drove marketing initiatives for local events and crafted engaging, brand-consistent content on gardening and sustainability.

Assistant Manager

Footlocker Inc. – Columbia, MD   *March 2015 – July 2016*

- Interviewed, hired, and trained new sales associates
- Documented and evaluated KPI's to ensure sales and performance goals were met
- Coached and motivated a sales team to drive sales
- Delivered high-level customer service and support, demonstrating product knowledge

EDUCATION

Uplimit Building Products with AI OpenAI Certification   *August 2023*

Salesforce Administrator Certification   *February 2023*

University of Maine – Orono, ME

Bachelor of Arts in Journalism, | Broadcasting, PR Minor

SKILLS

- Generative AI Tools
- AI Implementation
- Accessible & Ethical AI
- Data Visualization
- User Research & Testing
- Prototyping & Mockups
- Figma, Adobe Creative Suite
- Bilingual in Spanish and English