## Benjamin Zhao

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## Cahai Website

My first experience in UI/UX and website design came through Cahai, a non-profit organization, located in my hometown of Fairfield, CT. I volunteered to update the main parts of their website to make the layout more visually appealing and create additional features. For instance, I created a feature that allowed people to create accounts on the site and donate directly to Cahai's paypal. I also networked and marketed with over 50 local business owners to promote sponsorship and advertising to increase traffic to the website. My work increased Cahai's efficiency when promoting events and selling tickets by over 200%. Finally, I created a fully integrated application for an award that the organization sponsors. I started working with Cahai in 2021 and have worked with them for a little over a year. I have enjoyed learning about front-end development and HTML throughout the duration of this project.

