**Jacob Bairen**

UX/CX Designer

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**Summary**

Logical and results-driven User Experience Designer, and front-end developer with 6 years of building and optimizing user-focused websites. Judicious and creative when crafting effective websites, apps, and platforms to propel competitive advantage and revenue growth. Technically proficient with problem solving skills and expertise in the Adobe Creative Cloud, Figma, Wordpress, HTML, CSS, Javascript, User Research, and UX/UI Design principles.

**Work Experience**

**UX/CX Consultant** - *KY Education & Labor Cabinet* | Frankfort, KYJanuary 2024 - Present

* Conducted comprehensive user research on user-facing systems, gathering feedback from over 1000 users; identified key areas for improvement that led to a 45% increase in user satisfaction ratings.
* Designed and implemented internal organizational system, streamlining old processes and organizing information into one resource.
* Developed user-facing interactive pages, utilizing HTML, CSS, and Javascript to provide a seamless, user-friendly experience.

**Senior UX/UI Designer** - *Goss Life* | Remote February 2018 - Present

* Translated design mockups into high-fidelity, developer-centered prototypes in Figma, eliminating 3 unnecessary processes and improving collaboration efficiency by 40%.
* Implemented Figma collaborative tools into the company's design repertoire, resulting in a more than 60% increase in productivity for design and developer teams.
* Communicated and collaborated with development team and company stakeholders to design and develop over 30 landing pages and content pages for company website.
* Created user-centered web layouts through the design of high-fidelity web mockups.
* Developed company brand image and identity, creating the logo and brand suite, as well as the overall web architecture and design system.

**UX Designer/Developer** - *VENUS Fashion* | Remote January 2023 - January 2024

* Optimized website performance, improving loading times and performance by 70%, improving the responsiveness for the company and customers, as well as improved SEO rankings as a direct result of website optimization.
* Maximized conversion for new initiatives, helping to achieve a 75% average sell-through rate on new campaigns and products.
* Formulated design mockups to be translated into responsive user-facing web pages using tools such as Adobe Photoshop and Illustrator.
* Transformed design mockups into pixel-perfect, adaptive design, ensuring seamless user interactions across devices through front-end development languages of HTML and CSS.
* Collaborated with external teams with effective communication, adept at aligning with cross-functional teams to achieve the company’s goals of better user experience, accessibility, interface, and functionality.

**Web Designer** - *eShop Marketer* | Jacksonville, FL May 2020 - January 2023

* Revitalized website and rebranded the company, increasing customer engagement and retention, and improving company revenue by as much as 500%, scaling annual profit for the startup to over $1,000,000.
* Built over 100 landing, training, and content pages through Wordpress for company’s website overhaul.
* Utilized web markup languages such as HTML and CSS to customize various aspects of more than 30 content and landing pages.
* Created brand design system to be used throughout web, email, print, and social channels, ensuring brand consistency and scalability.
* Collaborated with stakeholders to explain design and implementation process and to get full understanding of the company’s project goals and vision.

**Skills**

User Experience Design, User Interface Design, HTML, CSS, JavaScript, Figma, XCode, Visual Studio, Github, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Creative Suite, WordPress, Divi, Elementor, Wix, Adobe Dreamweaver, Python, C, C++, low-fidelity prototypes, high-fidelity prototypes, accessibility, responsive web design, graphic design

**Education**

**Bachelor of Science** January 2024 - Anticipated: January 2027

*Western Governors University* | Cybersecurity

**Bachelor of Arts** September 2017 - May 2020

*Flagler College* | Graphic Design

**Associate of Arts** September 2014 - May 2017

*St. John’s River State Community College*

**Certifications**

**CompTIA A+**, *CompTIA* June 29, 2024