

Jacob Morell

UI/UX Designer

A passionate and innovative designer with a strong background of over 5 years in Human-Computer Interaction (UI/UX) and Visual Communication, with a B.A. in Computing and Informatics, as well as a certification in Google UX Design. Seeking to leverage expertise in design and interaction languages, co-creation workshops, and cross-functional collaboration to enhance user experience in a new role as a UI/UX Designer or Product Designer.

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Employment history

Web Developer

Mar 2024 - Present

1SEO Digital Agency at Bristol, PA

- Manage and update 100+ client websites using WordPress, Shopify, Squarespace, and other CMS platforms.
- Design and enhance web UI/UX via Figma and Adobe Suite, aligning with user-centric principles.
- Lead developer trainings on Figma, design trends, and AI tools.
- Build responsive websites using HTML, CSS, PHP, and React.

UI/UX Designer

Jan 2021 - Apr 2022

Verizon Wireless at Remote

- Redesigned e-commerce UI, reducing navigation time by 15% and increasing conversions by 10%.
- Improved accessibility across platforms, increasing usage by users with disabilities by 30%.
- Collaborated in Agile teams using Figma, Jira, and accessibility tools (VoiceOver, JAWS).

UI/UX Designer + Web Developer

May 2017 - Present

Freelance at Remote

- Delivered 15+ websites/apps for clients in entertainment, e-commerce, and healthcare.
- Created UI/UX and branding for Web3 clients like Doodles and Pudgy Penguins.
- Built UIs with HTML/CSS, React, Shopify, and WordPress using modern design tools.
- Crafted user flows, personas, and high-fidelity prototypes.

Education

B.A. Computing & Informatics

Rowan University at Glassboro, NJ

Focus in UI/UX Design + Front-End Development

Skills

UI/UX Design
Product Design
Wireframing
User Research
HTML
CSS
JavaScript
React
WordPress
PHP
Adobe Creative Suite
Figma
Sketch
Leadership
Accessibility
Web Development
Interaction Design
Prototyping
Information Architecture
Design Systems
Visual Storytelling
User Testing
Mobile Design

Links

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