

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

- [Portfolio](#)
- [LinkedIn](#)
- [Behance](#)
- [Dribbble](#)