Jacob Morell

UI/UX Designer

UI/UX Designer with **6+ years of experience** designing intuitive, accessible, and conversion-focused digital products across web and mobile. Strong background in **user research, information architecture, wireframing, prototyping, and design systems**, with hands-on front-end knowledge that enables effective collaboration with developers. Experienced working in fast-paced agency and cross-functional environments to deliver user-centered solutions that balance business goals with usability and performance.

Woodstown, NJ, US

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Employment history

UI/UX Designer + Web Developer
Mar 2024 – Present

1SEO Digital Agency at Bristol, PA

- Design and optimize user experiences across **100+ active digital products and websites**.
- Lead UI/UX redesign initiatives that improved conversion rates by **~10%** and reduced friction across key user flows.
- Create wireframes, high-fidelity designs, and interactive prototypes in **Figma** for new features and redesigns.
- Collaborate with developers, SEO specialists, and marketing teams to align UX decisions with business and performance goals.
- Improve accessibility and usability across platforms, increasing engagement for users with assistive needs by **~30%**.
- Contribute to and refine **design systems**, ensuring consistency and scalability across projects.
- Participate in Agile workflows, including sprint planning, feedback reviews, and iterative design improvements.

UI/UX Designer
Jan 2021 – Apr 2022

Verizon Wireless at Remote

- Designed user flows, interfaces, and layouts for internal tools and customer-facing digital experiences.
- Partnered with cross-functional teams to improve usability, accessibility, and visual consistency.
- Supported front-end implementation through design documentation, handoff, and iterative feedback cycles.
- Helped improve information architecture and navigation across complex platforms used by large user groups.

UI/UX Designer + Web Developer
May 2017 – Present

Freelance at Remote

- Designed and delivered **15+ digital products and websites** across e-commerce, entertainment, and small-to-mid-size businesses.
- Conducted discovery, user research, and stakeholder collaboration to define product goals and user needs.
- Built wireframes, prototypes, and design systems to support scalable, maintainable interfaces.
- Designed responsive, mobile-first experiences focused on clarity, usability, and conversion.
- Worked directly with clients to iterate quickly, meet deadlines, and ship polished digital experiences.

Education

B.A. Computing & Informatics

Rowan University at Glassboro, NJ

Focus: UI/UX Design, Human–Computer Interaction, Front-End Development

Skills

UI/UX Design

User Research & Usability Testing

Wireframing & Prototyping

Information Architecture

Interaction Design

Design Systems

Accessibility (WCAG)

Mobile & Responsive Design

Figma

Adobe Creative Suite

HTML / CSS / JavaScript

Accessibility / WCAG

Agile / Scrum Collaboration

Cross-Functional Communication

Links

Portfolio

LinkedIn

Behance

Dribbble