

# AUDREY JACOBS

audrey-jacobs.com

## Front End Developer and UX/UI Designer



### Work Experience

#### Associate Web Developer

Designed the user experience (UX) for the startup's main landing page through iterative Figma prototyping and user testing, ensuring optimal usability.

Developed the website from scratch, utilizing HTML, CSS, JavaScript, Greensock, Github and Webflow to create a robust and visually appealing online presence.

Optimized website loading speed and performance through efficient coding practices and content optimization techniques, reducing site loading time by 60%.

#### IN4.0S

2022 - 2023

WASHINGTON DC (REMOTE)

#### Freelance UX/UI Designer

Implemented Google Analytics to track website performance, and created managed and optimized Google Ads campaigns, resulting in a 350% increase in website traffic.

Designed custom portfolio sites for clients, such as BCC Construction, showcasing their work and expertise, and effectively enhancing their online presence.

Utilized social media marketing strategies, to drive significant engagement on social media, achieving over 1.8 million impressions and 90,000 engagements in less than six months.

#### Freelance

2020 - 2022

CHARLOTTE NC (HYBRID)

#### Graphic Designer

Successfully captured stakeholders' vision for the company logo and translated it into a visually compelling design using Adobe Suite.

Actively sought feedback from stakeholders and clients, incorporating their input and suggestions into design revisions to ensure their satisfaction and meet project goals.

#### MWP

2020 - 2021

SALT LAKE CITY, UT

#### COMMUNITY BUILDING

Helping Hands  
50+ Hours of service

FoodShare  
200+ Hours of service

Idaho Art Lab  
80+ Hours of service

### Education

#### BS Web Design & Development

Web Business Creation, Advanced CSS, JavaScript, Social Media, Programming with Classes, WordPress, Web Development 1, 2, & 3

Brigham Young University Idaho

2018 - 2022

#### UX/UI Design Certificate

Typography, Graphic Design 1 & 2, UI Design, UX Design, Vector Graphics, Digital Photography, Advanced Typography

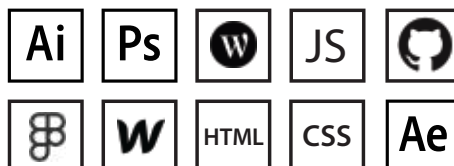
BYUI

2020 - 2022

### CONTACT

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### Hard Skills



### Soft Skills

Creativity



Problem Solving



Empathy

