

AUDREY JACOBS

audrey-jacobs.com

Front End Developer and UX/UI Designer



Work Experience

Lead UX/UI Designer

Designed and developed complex WordPress sites including e-commerce & B2B, created functional Figma prototypes, wrote custom WP child themes with tailored CSS & JS to enhance functionality and streamline the user experience.

Monitored and increased website traffic using user insights and SEO tactics including semantic HTML, keyword research, backlinks, blog posts and social channels.

New Potato

2023 - Present

WILMINGTON,
NC (IN-OFFICE)

Associate Web Designer

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

Developed the website utilizing HTML, CSS, JavaScript, Greensock, Github and Webflow to create efficient code that reduced site loading time by 60%.

Implemented accessibility best practices and designed within stakeholder constraints, while maintaining and adhering to brand guidelines.

IN4.0S

2021 - 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, utilizing a variety of website building platforms including WordPress, Webflow, and Shopify, to create clean, brand consistent sites.

Freelance

2019 - 2021

CHARLOTTE
NC (HYBRID)

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

UX/UI Design Certificate

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

Brigham Young
University Idaho

2017 - 2022

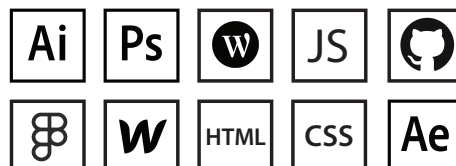
BYUI

2020 - 2022

CONTACT

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Hard Skills



Soft Skills

Creativity
Problem Solving
Empathy

