

AUDREY JACOBS

audrey-jacobs.com

UX/UI Designer and Creative Director



Work Experience

Creative Director

Mentored a small team, establishing quality standards, design guidelines, and providing creative direction while fostering independent problem-solving.

Lead UX Designer

Led complete rebranding of Myotone Skincare, creating a cohesive new website, app, social accounts & digital assets.

Increased website traffic from 10 to 1,000+ monthly users and expanded brand reach by 1M+

Directed the creation of deliverables including product photo and video shoots, marketing materials, packaging, and ID.

Associate Web Designer

Designed responsive websites, user flows, wireframes and figma prototypes focused on usability and accessibility.

Collaborated with a team of designers and developers while leading communication with stakeholders.

Blue Bear Studio

2025-Present

SALT LAKE CITY, UT
(HYBRID)

New Potato

2023-2025

WILMINGTON, NC
(IN-OFFICE)

IN 4.0S

2021-2023

WASHINGTON D.C.
(REMOTE)

Education

BS Web Design and Development

Brigham Young University Idaho | 2018-2022

UX/UI Design Certificate

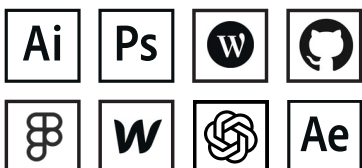
BYUI | 2020-2022

Contact

audreynj13@gmail.com

(860) 532-9615

Toolset



Skillset

Figma • Adobe Suite • Photoshop • Illustrator • WordPress
Shopify • Journey Mapping • Responsive Design • HTML • CSS
JavaScript • SEO • Google Analytics • Information Architecture
User Flows • Accessibility (WCAG) • Component Libraries