

# Joe Lee

UX/UI Designer | Certified Webflow Partner  
Kyiv, Ukraine

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## Summary

I'm Joe Lee, a UX/UI Designer and Certified Webflow Partner with 5 years of experience creating digital solutions that convert visitors into customers. I specialize in end-to-end design and development of seamless websites and digital products. My background in B2B and tech allows me to combine strategic thinking with technical execution, ensuring both brand integrity and measurable business results across every project.

Portfolio: [joe8lee.com/resume](https://joe8lee.com/resume)

Password: **joe8leeSummer2025**

## Skills/Software

**Design:** Figma, User Research, Market Research, Competitive Analysis, Information Architecture, Wireframing, User Flows, Prototyping, Claude, ChatGPT, UX Pilot

**Development:** Webflow, Client-First, Relume, GSAP, Barba.js, HTML, CSS, JavaScript, Airtable, Zapier, Shopify

## Experience

### Freelance | UX/UI Designer, Certified Webflow Partner

August 2023 - Present

- Identified competitor gaps through market research, helping clients stand out
- Translated user pain points into design solutions, increasing engagement
- Designed high-converting websites that balanced branding with performance
- Created smooth animations using GSAP, Barba.js, and JavaScript
- Built complex Webflow CMS architectures that streamlined content management
- Delivered post-launch support with detailed documentation, ensuring clients could manage and scale their websites independently
- Developed secure backend solutions with Node.js, Netlify, and Heroku to extend Webflow capabilities, including form handling and password-protected content
- Integrated third-party tools such as Airtable, Zapier, and Shopify

### Professional development

Mar 2023 - July 2023 (5 months)

- Took a 5-month career break to advance my design and development skills, mastering Webflow, GSAP, and Barba.js. This upskilling allowed me to deliver high-value client solutions with sophisticated interactions and maintainable code

### Spans | UX/UI Designer, Webflow Developer

August 2021 - February 2023 (1 year 7 months)

- Designed high-converting promotional websites that boosted user acquisition and increased session duration across client campaigns
- Engineered advanced Webflow solutions, including custom filtering, while ensuring fast load speeds across all devices
- Created social media assets that improved click-through rates and supported conversion goals

## **Education**

### **Coursera | Google UX Design**

July 2021

### **Coursera | Google Project Management**

July 2021