

# Jake Fitterer

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## Professional Experience

### ENGIE Impact

Sustainability Consulting - B2B

#### Senior Manager, Digital Experience | Mar 2025 - Present

- Led cross-functional teams to deliver user-centered designs that drive conversions and business goals.
- Redesigned site navigation to improve discovery, driving a 17% increase in clicks to priority solution pages.
- Drove data-driven UI/UX improvements on key pages, increasing website SQMs 14% YoY.
- Implemented an accessibility audit program and ensured WCAG 2.2 compliance, across digital platforms.

#### Senior Digital Experience Designer | July 2022 - Mar 2025

- Implemented a data-driven landing page builder, leveraging A/B testing to optimize performance and engagement.
- Led redesign efforts for our website Insights, resulting in a 35% increase in views and 15% increase in time on page.
- Drove website strategic planning and ideation to enhance consumer engagement and site optimization.
- Integrated accessibility standards into the design and development process.

#### UI/UX Designer | Mar 2019 - July 2022

- Conducted data-led user research and usability testing, increasing user engagement on solution web pages by 18%.
- Designed wire frames, mock-ups, and prototypes, with design specifications ensuring seamless developer hand off.
- Implemented a Salesforce-integrated email design tool and led team onboarding, reducing email production time.

### Propaganda Creative

Design Agency - B2B, B2C

#### Lead UI/UX Designer | Oct 2018 - Mar 2019

- Assisted in managing and developing junior designers and overseeing the website product from end-to-end.
- Presented design concepts and strategies to executives, securing buy-in for key projects.

#### Front-end developer | June 2017 - Oct 2018

- Lead designer and developer of 8+ client websites that boosted sales and customer retention.
- Design and developed Award winning(AAF) websites.

#### Visual Web Designer | Sep 2016 - June 2017

- Created responsive designs for web and mobile platforms, improving usability across devices.
  - Spearheaded new website designs for clients that increased MoM (Month-over-Month) traffic.
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## Education

Eastern Washington University  
B.A Visual Communication Design

## Skills

Low + High fidelity Wire framing, Prototyping, Usability Testing, A/B Testing, UI/UX Design, Visual Design, Accessibility (WCAG 2.2 Compliance), Cross-Functional Team Leadership **Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, etc.), Sketch, Adobe XD, Jira, SEMrush, GA4, VWO **Technical:** HTML5, CSS3, JavaScript, Git/Github, React, NextJS, Bootstrap, Tailwind, CraftCMS, Wordpress, Webflow