

Jake Fitterer

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Professional Experience

ENGIE Impact

Sustainability Consulting - B2B

Senior Manager, Digital Experience | Mar 2025 - Present

- Led cross-functional teams (product, marketing, engineering) to deliver conversion-focused web experiences aligned to business KPIs.
- Owned web roadmap and prioritization, aligning design initiatives with revenue and growth targets.
- Led data-driven UX optimization initiatives (A/B testing, behavioral analytics), increasing Sales Qualified Meetings (SQMs) by 14% YoY.
- Implemented an accessibility audit program and ensured WCAG AA compliance, across digital platforms.

Senior Digital Experience Designer | July 2022 - Mar 2025

- Built and scaled a modular landing page system enabling rapid experimentation (A/B testing), improving conversion rates and time-to-launch.
- Led redesign of the Insights hub, leveraging CRO and experimentation insights to increase views by 35% and time on page by 15%.
- Embedded accessibility into design and development workflows, improving compliance and reducing rework.

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

- Mentored junior designers and led end-to-end website delivery from concept through launch.
- Presented design concepts and strategies to executives, securing buy-in for key projects.

Front-end developer | June 2017 - Oct 2018

- Led design and development of 8+ client websites, improving conversion and customer retention.
- Designed 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.

Education

Eastern Washington University
B.A. Visual Communication

Skills

Wireframing, Prototyping, A/B Testing, UI/UX Design, Visual Design, Accessibility (WCAG Compliance), SEO/GEO/AEO, Customer Journey Optimization, Heatmaps **Tools:** Figma, Adobe Creative Suite, Sketch, Adobe XD, Jira, SEMrush, GA4, VWO, Clarity **Technical:** HTML5, CSS3, JavaScript, Git/GitHub, React, Next.js, Bootstrap, Tailwind, CraftCMS, Wordpress, Webflow