JARRET ROLOFF

UX/UI Designer | Human-Centered Digital Product Innovator | Webflow Developer | Bilingual English/Spanish

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PROFESSIONAL SUMMARY

Creative and user-focused UX/UI Designer & Webflow Developer with experience designing scalable digital products for fintech, AI, education, healthcare, and non-profit sectors. Adept at translating complex business challenges into intuitive, visually engaging solutions that enhance user satisfaction and align with organizational goals. Skilled in the full product design process, from user research and prototyping to usability testing and front-end implementation. Committed to inclusive, accessible, and data-driven design following WCAG standards.

SKILLS & PROFICIENCIES

Design & Research
- User-Centered Design & UX Strategy
- Usability Testing & Iterative Design
- Persona Development & User Journey Mapping
- A/B Testing & Conversion Rate Optimization
- Accessibility (WCAG 2.1 Compliance)

Technical Skills
- HTML, CSS, JavaScript
- Webflow Development & Optimization
- LottieFiles, Canva, CapCut
- AI-Enhanced Design Tools & Workflows
- Cross-Browser & Cross-Device Testing

UI & Visual Design
- Wireframing & Prototyping (Figma)
- Responsive Web & Mobile Design
- Interaction Design & Microinteractions
- Design Systems & Component Libraries
- Brand Identity & Visual Storytelling

Collaboration & Delivery
- Agile/Scrum Product Development
- Cross-Functional Team Collaboration
- Stakeholder Presentation & Buy-In
- Content Strategy & Information Architecture
- Rapid Prototyping & Scalable Solutions

WORK EXPERIENCE

UX/UI Designer & Content Strategist   05/2025 to Current
Brady UX   Remote

Creative UX/UI Designer and content strategist specializing in developing educational digital assets and user interfaces that boost brand engagement and simplify complex UX concepts.
- Create short-form educational UX videos that simplify complex design concepts for founders, strengthening brand awareness and audience engagement.
- Design multi-platform interfaces for client projects, ensuring seamless user experiences across mobile and desktop.
- Participate in design reviews, offering actionable feedback and maintaining consistent design standards.

UX/UI Designer & Webflow Developer   01/2024 to Current
Freelance   Remote

Independent UX/UI designer and developer working with startups and nonprofits to build user-centered digital products that increase engagement and streamline workflows.
- Deliver responsive, SEO-friendly Webflow websites for startups, improving online presence.
- Conducted user research and usability testing for *Apologetics AI*, boosting user engagement by 250% via improved flows and accessibility.
- Designed an e-commerce shopping flow for *Klotofy*, contributing to $25K in seed funding.
- Optimized *Marvel AI's* presentation generator for educators, reducing redundant processes, enabling faster content creation.

UX/UI Designer   03/2025 to 05/2025
Philly Truce   Remote

UX/UI designer apprentice within Tech Fleet, responsible for delivering design systems and screens for a neighborhood watch native mobile app.
- Worked with a team of designers on a mobile app for violence prevention with full accessibility compliance and streamlined user journeys.
- Collaborated with researchers, PMs, and engineers to create user-driven design solutions within Agile sprints.
- Received mentorship from senior designers, applying feedback to refine wireframes, prototypes, and final deliverables.

UX/UI Design Program Student   **02/2024 to 12/2024**
CareerFoundry   **Remote**

Completed a rigorous, project-based UX/UI design curriculum with hands-on mentorship and practical experience designing accessible and scalable user experiences.

- Led the design of 150+ high-fidelity fintech app screens (*Save & Pay*), achieving a 6.5/7 usability score in structured testing.
- Created a language learning app with personalized paths to encourage consistent user engagement.
- Conducted a UX/UI audit to identify navigation and usability improvements for a marketing agency website.

ADDITIONAL EXPERIENCE

- **Medical Interpreter** – Ascension St. Vincent Hospital (2016–2023): Delivered precise bilingual communication in high-pressure healthcare settings.
- **High School Spanish Teacher** – Various Institutions (2011–2016): Created interactive learning modules, improving student engagement.
- **Production Assistant** – Comcast SportsNet (2009): Supported live sports broadcast production with a focus on fast-paced technical execution.

EDUCATION

- **UX/UI Design Program** – CareerFoundry, 2024

CERTIFICATIONS

- UX/UI Design, CareerFoundry
- Webflow, Webflow University
- UI/UX Design Course, Designcourse