

JARRET ROLOFF

UX/UI Designer | Empathetic Digital Product Innovator | Webflow Developer | Bilingual English/Spanish

Brownsburg, IN | (630) 669 - 8697 | jarret-roloff@webflow.io | jroloff1@gmail.com

PROFESSIONAL SUMMARY

Creative and human-centered 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)

UI & Visual Design

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

Technical Skills

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

Collaboration & Delivery

- Cross-Functional Team Collaboration
- Stakeholder Presentation
- Content Strategy & Information Architecture •
- Rapid Prototyping & Scalable Solutions

WORK EXPERIENCE

UX/UI Designer & Content Strategist

05/2025 to Current

Brady UX

Remote

Lead UX/UI designer and content strategist creating user-focused interfaces and educational design content for startups and founders to boost brand engagement and user acquisition.

- Produce short-form UX content that simplifies design concepts for founders and supports brand awareness
- Designed multi-platform interfaces for client projects, ensuring seamless user experiences across mobile and desktop.
- Participated in design reviews, offering actionable feedback and maintaining consistent design standards.

UX/UI Designer & Webflow Developer

04/2024 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.

- Conducted user research and usability testing for *AI*-driven improving accessibility and interaction flows
- Designed an e-commerce shopping flow for *Klotofy*, that contribute to client funding and growth
- Optimized *Marvel AI's* presentation generator for educators, reducing redundant processes.
- Delivered responsive, SEO-friendly Webflow websites for startups, improving online presence

UX/UI Designer

03/2025 to 06/2025

Philly Truce

Remote

- Designed 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.

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

- Designed high-fidelity fintech app screens for a financial management tool with a focus on intuitive workflows
- Created a language learning app with personalized paths to encourage consistent user engagement
- Conducted UX/UI audits to identify navigation and usability improvements for client websites

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
- **MA, Secondary Education** – National-Louis University, 2011
- **BA, Mass Communications & Spanish** – Olivet Nazarene University, 2008

CERTIFICATIONS

- UX/UI Design, CareerFoundry, 01/01/24
- Webflow, Webflow University, 01/01/24
- UI/UX Design Course, Designcourse, 01/01/24