Justin Robertson

Web & UI Designer
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Professional Summary

I design and build responsive websites that convert, load fast, and scale with ease. I specialize in UI, UX, and front-end development, utilizing Figma, Webflow, and the Adobe Creative Suite. I translate brand goals into digital experiences that drive results through clear structure, modern visuals, and SEO-optimized layouts.

Core Skills

- Responsive Web Design
- UI/UX Design
- Wireframing & Prototyping
- Design Systems & Style Guides
- Webflow Development
- Figma to Webflow Workflow
- Visual Hierarchy & Typography
- On-Page SEO
- Landing Page Design
- Brand-Aligned Design Execution
- Mobile-First Design
- Accessibility Standards (WCAG)
- CMS Architecture
- Cross-Browser Compatibility
- Client Communication & Handoff

Design Tools & Platforms

Figma, Webflow, Adobe XD, Illustrator, Photoshop, After Effects (basic), Notion, Framer (light), Google Workspace, Trello, Loom

Project Experience

Discover Hanover

Designed and built a responsive tourism website in Figma and Webflow. Structured content for clarity and accessibility, optimized every section for mobile, and implemented scalable CMS collections for events and business listings.
Skills used: UX Design, Webflow CMS, Mobile Optimization, SEO

Opal Energy Group
Delivered a complete Webflow website for a solar energy provider. Designed clean layouts, applied modern UI principles, and built a content structure that supported clear messaging and trust.
Skills used: UI Design, Webflow, Content Structure, Responsive Layouts

Melanie Maher Events
Created a custom Webflow site for a wedding planner. Focused on mobile responsiveness, SEO performance, and clean layout to match her brand's elevated style.
Skills used: Webflow Development, Visual Design, SEO Optimization

Professional Experience

Founder, JPR Design
2022 – Present
Design and develop websites for service-based businesses across industries. Lead every stage from concept to launch — including layout, UX, CMS architecture, and on-page SEO. Build fast, clean, conversion-focused sites that clients can grow with.

Certifications
- Webflow 101 Certification
- HubSpot Content Marketing (2023)
- Google UX Design (In Progress)

Professional Involvement

BNI – Membership Committee
Collaborate with business owners to enhance messaging, digital presence, and referral strategies. Contribute weekly to chapter growth through relationship-building and value-driven communication.