

Joel Laneville

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Skills

UX & Design

UX/UI design, interaction design, design systems, branding, accessibility (ADA), CRO testing

Front-End Development

HTML, CSS, SCSS, JavaScript, Bootstrap, Webflow, responsive design, design-to-development handoff

Tools

Figma, Sketch, Adobe XD, Photoshop, Illustrator, VS Code, Dreamweaver

Version Control

Bitbucket, Sourcetree, Azure DevOps

Collaboration

Cross-functional teamwork, client communication, mentorship, project management

Professional Experience

Spinutech – Senior UX Developer | March 2020 – April 2026 | Remote

- Led UX/UI design and front-end execution across a wide range of client websites, improving usability, accessibility, and overall performance
- Created wireframes, prototypes, and user flows that streamlined user journeys and reduced friction across key conversion paths
- Built responsive, accessible interfaces using HTML, SCSS, and JavaScript, ensuring consistent experiences across devices and browsers
- Developed and maintained scalable design systems, improving design consistency and reducing development time across projects
- Enhanced user engagement through microinteractions and animation, contributing to improved on-site interaction and usability
- Partnered with stakeholders and cross-functional teams to align user needs with business goals, driving measurable improvements in conversion and engagement
- Contributed to an eCommerce redesign that resulted in **124% increase in orders, 50% increase in average order value, and 3x growth in peak-day revenue**, while acquiring **136 new customers in a single day**
- Mentored junior designers and supported onboarding, strengthening team output and consistency

Spinutech – Front-End Designer | June 2012 – March 2020 | Cedar Falls, IA

- Translated wireframes and high-fidelity designs into production-ready websites, reducing design-to-development gaps and improving delivery efficiency
- Developed responsive, accessible interfaces that improved mobile usability and cross-device performance

- Implemented animations and microinteractions that increased user engagement and improved overall site experience
- Collaborated closely with designers and developers to ensure accurate implementation of design intent
- Contributed to improved workflow efficiency through better design-to-code handoff processes

Spinutech – Web Designer | May 2004 – June 2012 | Cedar Falls, IA

- Designed and developed custom websites and brand identities for a wide range of clients across industries
- Managed multiple projects simultaneously, consistently delivering on time and within scope
- Improved website usability and client satisfaction through thoughtful UX decisions and clear communication
- Served as primary client contact, strengthening relationships and helping guide project direction
- Created logos and print materials, supporting cohesive brand experiences across digital and print

University of Northern Iowa – Adjunct Instructor | August 2007 – December 2007 | Cedar Falls, IA

- Taught design and layout of digital publications including typography, color, and graphics

John Deere – Imaging Coordinator Assistant | June 2000 – June 2004 | Waterloo, IA

- Managed and detailed engine drawings using ProE
- Collaborated with engineers to ensure accuracy and meet production deadlines

Education

Bachelor of Arts – Management Information Systems (MIS)

University of Northern Iowa

Bachelor of Arts – Graphic Design

University of Northern Iowa

Certifications

Ultimate Figma Masterclass

Issued January 2026

Building Websites with AI

Issued December 2025

ChatGPT Prompt Engineering

Issued December 2025

Google UX Design Certificate

Issued June 2024