

Joel Laneville

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Summary

Senior UX/UI Designer and Front-End Developer with 20+ years of experience creating user-centered, accessible digital experiences across websites, platforms, and eCommerce products. Skilled at translating business goals, user needs, brand direction, and technical requirements into sitemaps, wireframes, prototypes, design systems, and responsive interfaces. Known for connecting UX/UI design with front-end development to create practical, scalable web solutions that improve usability, consistency, and conversion.

Skills

UX & Product Design

UX/UI design, UX strategy, user-centered design, interaction design, information architecture, sitemaps, wireframes, user flows, prototypes, usability improvements, accessibility reviews, design iteration, data-informed design

Design Systems

Design systems, Figma components, auto layout, design patterns, scalable UI systems, design consistency

Front-End Development

HTML, CSS, SCSS, JavaScript, Bootstrap, Webflow, responsive design, CMS/platform constraints, design-to-development handoff, developer-ready specifications

Leadership & Collaboration

Cross-functional collaboration, stakeholder communication, mentorship, design critique, project prioritization, client facilitation, developer partnership

Tools

Figma, Sketch, Adobe XD, Photoshop, Illustrator, VS Code, Webflow, Azure DevOps, Bitbucket, Sourcetree

Professional Experience

Spinutech — Senior UX Developer / UX Designer | March 2020 – April 2026 | Remote

- Led UX/UI strategy and front-end execution for client websites and digital products, translating user needs and business goals into accessible, responsive experiences
- Created sitemaps, wireframes, user flows, prototypes, reusable Figma components, and developer-ready specifications to support stakeholder alignment, responsive design, and handoff
- Improved digital experiences by using stakeholder input, analytics, accessibility findings, and usability feedback to identify friction points and guide design decisions
- Developed and maintained scalable design systems, reusable components, and responsive UI patterns, improving consistency across projects and reducing design-to-development gaps
- Partnered closely with project managers, developers, stakeholders, and clients to prioritize work, define requirements, present design rationale, and deliver practical design solutions within scope

- Built responsive, accessible interfaces using HTML, SCSS, and JavaScript, ensuring consistent experiences across devices and browsers
- 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 microinteractions to improve engagement and 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 ProE engine drawings and collaborated with engineers to ensure accuracy and meet 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, January 2026

Building Websites with AI, December 2025

ChatGPT Prompt Engineering, December 2025

Google UX Design Certificate, June 2024