

JAKE WOOLDRIDGE

jake@jacobbgdesign.com ❖ (806) 683-6410 ❖ www.jacobbgdesign.com

WORK EXPERIENCE

DIGITECH WEB DESIGN

Aug. 2016 – Sept. 2024

Creative Director + Lead UI/UX Designer

Austin, TX

- Led cross-functional teams of content writers, developers, and SEO team, providing creative direction and design execution for 100+ client projects.
- Designed and delivered numerous Wordpress and custom web app projects, from ideation to complex technical functionality and animation requirements and managed the handoff to developers.
- Performed user research and competitive analysis, designed user flows and interactive prototypes for web-based platforms and digital products, improving usability and customer engagement.
- Managed project budgets up to \$200k, ensuring on-time and on-budget delivery.
- Developed brand strategies and visual identity for 25+ clients, enhancing customer conversion and brand consistency across all channels.
- Managed full project lifecycles, from sales and discovery to final deployment, ensuring alignment with client objectives and strategy.
- Improved client onboarding, reducing kickoff time and enhancing project clarity.
- Ensured quality control across all deliverables, optimizing design, usability, and cross-browser and device performance.

LION'S SHARE DIGITAL

Mar. 2013 – Nov. 2015

Lead UI/UX Designer

Austin, TX

- Designed and led creative for numerous WordPress projects that improved user engagement and experience.
- Provided technical functionality to developers to ensure seamless handoffs and alignment with design specifications.
- Led client relationships from onboarding to delivery, ensuring transparency and consistently achieving on-time, high-quality project outcomes.
- Presented concepts to clients, provided revisions and communication through approval
- Conducted thorough testing after development, ensuring products are ready to launch by guiding developers through final adjustments and quality assurance.
- Mastered WordPress backend functionality, allowing hands-on site customization, plugin management, and content updates to meet diverse client needs.
- Led the complete rebranding of multiple clients, including the creation of visual identities, branding guides, and fully redesigned websites, resulting in increased brand consistency and client conversions.

EDUCATION + CERTIFICATIONS

West Texas A&M University

2010 - 2013

Graphic Design

Amarillo, TX

DesignLab Certification

Oct. 2024

Advanced Figma - Product Focus

SKILLS + TOOLS

Excellent Communication, Interactive Design + Prototyping, IA + User Journeys, Wireframing, Brand Identity Development Creative Leadership , Cross-Functional Teamwork, Budget + Time Management, Project + Team Management, Figma, Adobe Suite, Sketch, WordPress, Flowmapp, Invision, Monday, Loom, Trello, Jira, Basecamp, Asana, G-Suite, Microsoft Suite