

JACOB REEL



hey there!

Human-Centered UX/ UI Designer

CONTACT

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PERSONAL STATEMENT

As a versatile, human-centered designer I'm passionate about connecting with people and promoting equity through innovative design thinking. My work is dedicated to crafting inclusive and accessible digital experiences grounded in user research, with the core belief that we create our best work together.

EDUCATION

DEPAUL UNIVERSITY GPA: 3.983

CHICAGO IL, | 2018 - JUNE 2021

BA, User Experience Design
minor, Graphic Design

DEPAUL UNIVERSITY

CHICAGO IL, | 2020 - June 2021

MA, Human Computer Interaction

Completed three courses through a dual enrollment program, achieving a 4.0 GPA in each course.

SKILLS

Design

UX Design
UI Design
Prototyping
Wireframing
User Interviews
User Testing
A/B Testing
Design Research
Affinity Diagramming
Heuristic Evaluation
Cognitive Walkthrough
Card Sorting
Branding
Storytelling

Software

Figma
AdobeXD
InVision
Balsamiq
Adobe Suite
Office Suite

Programming

HTML/CSS
Javascript
Bootstrap
Joomla

AWARDS

DePaul Spirit & Mission Award | 2020

"Jacob's contributions to Housing go beyond his incredible design work. He offers help to everyone and has been a major asset, especially during COVID-19."

Starbucks Partner of the Quarter | 2021

EXPERIENCE

Nov 2015 | **DREAM TREE HEALING | ST. LOUIS, MO**

Present | **Experience Designer** Remote

- Conceptualized and executed a user-centric website redesign, resulting in a remarkable 30% reduction in bounce rates.
- Conducted user feedback sessions and iterative design changes, resulting in optimal user satisfaction & engagement.
- Proficiently utilized Figma for design work, conducted usability testing, and applied user research methodologies to inform design decisions.
- Applied branding expertise to enhance brand presence across various platforms, and social accounts.
- Leveraged graphic design skills and expertise in UI design to deliver exceptional user experiences across digital platforms.
- Nurtured customer relationships through effective and frequent communication, ensuring overall satisfaction.

Jan 2022 | **THE COACHING FACTORY | LOS ANGELES, CA**

June 2023 | **Executive Assistant to the CEO** Remote

- Crafted visually compelling branded materials, including presentation decks, videos, and graphics, enhancing the overall experience for clients.
- Edited and designed two DEI online courses, leading an efficient distribution strategy for a boost in accessibility.
- Cultivated connections with Fortune 500 executives, earning acclaim for clear, warm, and efficient communication resulting in a 22% increase in return business.
- Implemented rigorous proofreading processes, achieving a 98% accuracy rate for scripts and materials.
- Streamlined CEO's schedule, optimizing time management.

Sep 2019 | **DEPAUL UNIVERSITY | CHICAGO, IL**

Aug 2021 | **Housing Marketing and Design Assistant**

- Managed multiple weekly projects, updating signage, creating marketing materials, and editing photos for marketing use.
- Proficiently used the Adobe Suite, Canva, and Procreate for day-to-day tasks, ensuring timely and high-quality outputs.
- Collaborated closely with supervisors, receiving feedback to expedite edits and streamline design processes, reducing average turnaround time from 4 days to 2.

OTHER EXPERIENCES

Starbucks Partner

Residential Advisor at DePaul University