

Jacob Medley

UX/UI Designer and Digital Strategist

w. jacobmedley.com
e. hi@jacobmedley.com
c. 561.350.8163



Experience

Director UX/UI & Design

One Park Financial, Coconut Grove, Florida
2021 to 2022

Partners with marketing, product, and technical teams to establish UX design best practices. Champions the implementation and adoption of the "Hydra" Design System across the OPFs app ecosystem. Implements usability testing and ADA compliance. Works closely with Channel Managers (PPC, SEO, Affiliates) to establish conversion rate optimization programs across all channels. Develops and manages all design processes and workflow for design operations throughout the company.

Sr. Manager of UX & UI Design

DentalPlans.com, Plantation, Florida
2015 to 2021

Established the design system and componentization of code for the company. This created the ability to rapidly test and iterate product features and marketing efforts. Led the UX/UI design and development of marketing initiatives focusing on product partners. These initiatives drove over 47% of new revenue growth, 27% of total leads, and 20% of total revenue.

Sr. Digital Designer

Bluegreen Corp., Boca Raton, Florida
2011 to 2015

Design lead for the company-wide migration of all marketing to a data-driven omni-channel platform. Designed meaningful user experiences across divergent marketing platforms and channels. Collaborated with stakeholders, cross-functional teams, and consultants to implement and integrate a unified marketing experience strategy.

Education

Full Sail University, Winter Park, Florida
Degree in Digital Media Design

Design Leadership

- Championing the implementation and adoption of the UX best practices and a unified design system across an organization.
- Well-versed in developing and managing all design processes and workflow for design operations throughout the company.
- Expert in strategic planning and building of UX road maps.
- Experienced in leading design and development teams on-site and remotely.
- Seasoned in managing projects across departments and time zones.
- Passion for developing and maintaining brand and code standards.
- Facilitating and conducting collaborative workshops.
- Using data and empathy to build delightful experiences.

“I believe there is always a better way and together, we can find it.”

Design

- User experience design
- User interface design
- User testing and research
- Interaction design
- Lo-fi and hi-fi design
- Prototyping
- Brand design
- Designing for B2C and B2B
- Motion graphics design

Technical

- HTML and CSS
- Less and Sass
- Front-end development
- Bootstrap Framework
- ADA / WCAG 2.x compliance
- API integrations
- WordPress development
- Laravel Framework

Apps & Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- VS Code
- Sublime Text
- Miro
- Balsamiq
- Lucid Chart
- Adobe Target
- Optimizely
- SessionCam
- UserTesting.com
- HotJar
- Google Analytics
- Jira
- Pipelines
- Bitbucket
- GitKraken