



# Jacob Medley

ux/ui designer and digital strategist

w. [jacobmedley.com](http://jacobmedley.com) e. [hi@jacobmedley.com](mailto:hi@jacobmedley.com) c. 561.350.8163

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

## Experience

### Sr. Manager of UX & UI Design

DentalPlans.com, Plantation, Florida  
2015 to Current

Lead the UX/UI design and development of marketing initiatives focusing on product partners. These initiatives drove over 50% of new revenue growth, 27% of total leads, and 20% of total revenue.

### Sr. Digital Designer

Bluegreen Corp., Boca Raton, FL  
2011 to 2015

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 platform.

### Owner/Digital Media Director

Medley In Design, Ocala, Florida  
2008 to 2011

Founded a design firm that provided multi-channel design solutions. Managed clients, projects and contractors.

## Education

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

## Professional

- Over 20 years of design experience
- Experienced in leading design and development teams on-site and remotely
- Managing projects across departments and time zones
- Developing and maintaining design and code standards
- Facilitating collaborative workshops
- Owns failures and celebrates successes
- Has strong sense of urgency and belief in teamwork
- Uses data and empathy to build experiences, not ego
- Likes making work fun while building awesome products
- Relentless in the pursuit of a solution

“With the right team anything is possible, anything!”

## Design

- User experience design
- User interface design
- User testing and research
- Lo-fi and hi-fi design and prototypes
- Customer journey mapping
- Designing for B2C and B2B
- Motion graphics design

## Apps & Tools

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- VS Code
- Sublime Text
- Miro
- Balsamiq
- Adobe Target
- Optimizely
- SessionCam
- UserTesting.com
- Jira
- Pipelines
- Bitbucket
- GitKraken

## Technical

- HTML and CSS
- Bootstrap and Foundation
- Less and Sass
- ADA / WCAG 2.x Compliance
- API integrations
- Front-end development
- WordPress theme development