

# Jacob Morell

## Product Designer

Product Designer with 6+ years of experience designing intuitive, accessible, and conversion-focused digital products across web and mobile. Strong background in UI/UX design, user research, information architecture, prototyping, interaction design, and design systems, with hands-on front-end knowledge that enables effective collaboration with cross-functional teams and stakeholders. Experienced in agile environments, delivering user-centered solutions that balance business goals with usability and performance.

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## Employment history

### UI/UX Designer + Web Developer

Mar 2024 – Present

1SEO Digital Agency at Bristol, PA

- Design and optimize user experiences across 100+ active digital products and websites, applying advanced UI/UX design and interaction design principles.
- Lead UI/UX redesign initiatives that improved conversion rates by ~10% and reduced friction across key user flows through usability testing and prototyping.
- Create wireframes, high-fidelity prototypes, and interactive designs in Figma for new features and redesigns.
- Collaborate with developers, SEO specialists, and marketing teams to align UX decisions with business and performance goals, supporting stakeholder collaboration and agile methodologies.
- Improve accessibility and usability across platforms, increasing engagement for users with assistive needs by ~30%.
- Contribute to and refine design systems, ensuring consistency and scalability across projects and evolving product strategy.
- Participate in Agile workflows, including sprint planning, feedback reviews, and iterative design improvements.

### UI/UX Designer

Jan 2021 – Apr 2022

Verizon Wireless at Remote

- Designed user flows, interfaces, and layouts for internal tools and customer-facing digital experiences.
- Partnered with cross-functional teams to improve usability, accessibility, and visual consistency.
- Supported front-end implementation through design documentation, handoff, and iterative feedback cycles.
- Helped improve information architecture and navigation across complex platforms used by large user groups.

### UI/UX Designer + Web Developer

May 2017 – Present

Freelance at Remote

- Designed and delivered 30+ digital products and websites across e-commerce, entertainment, and small-to-mid-size businesses.
- Conducted discovery, user research, and stakeholder collaboration to define product goals and user needs.
- Built wireframes, prototypes, and design systems to support scalable, maintainable interfaces.
- Worked directly with clients to iterate quickly, meet deadlines, and ship polished digital experiences.

## Education

### B.A. Computing & Informatics

Rowan University at Glassboro, NJ

Focus: UI/UX Design, Human-Computer Interaction, Front-End Development

## Skills

UI/UX Design  
User Research & Usability Testing  
Information Architecture  
Interaction Design  
Design Systems  
Accessibility (WCAG)  
Mobile & Responsive Design  
Figma  
Adobe Creative Suite  
HTML / CSS / JavaScript  
Accessibility / WCAG  
Agile / Scrum Collaboration  
Cross-Functional Communication  
Visual Design  
High-Fidelity Prototypes  
Product Strategy  
Stakeholder Collaboration  
AI Tools  
Mentorship  
Front-End Development

## Links

[Portfolio](#)

[LinkedIn](#)

[Behance](#)

[Dribbble](#)