

Joel Borofsky - Curriculum Vitae

Contact Information

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Professional Summary

Strategic tech communicator and proven sales leader with a frontend development background. Adept at turning client goals into executable design systems, closing high-value deals, and translating complex development concepts into accessible language. Deeply experienced in user experience strategy, stakeholder alignment, and technical sales support. Seeking a hybrid role at a design-forward agency or branding studio where I can guide client success while influencing UX outcomes.

Languages

- English: Native
- Spanish: Conversational (Latin American Spanish)
- Ancient Greek & Latin: Academic proficiency

Key Skills

- Proven sales performance: consistently 120–200% above quota, with \$50K+ monthly closes
- Translator between clients and devs: communicate technical scope with clarity and confidence
- Systems thinker with frontend experience: align design/dev with sales strategy
- Trusted closer and relationship builder: trained high-performing sales teams and won enterprise-level accounts

Professional Experience

Freelance UI/UX Developer | Remote, USA | Oct 2021 – Present

- Advised clients on both business strategy and web presence, helping define their messaging and structure digital funnels.
- Built full-stack websites and design systems, but also acted as product consultant and pitch support in several SaaS-adjacent conversations.

- Wrote investment proposals and project scopes for early-stage founders seeking dev partners.

Sales Specialist & Kitchen Designer | Lowe's | Wichita, KS | Feb 2025 – Present

- Exceeded personal sales goals every month, reaching 1500–2000% YoY performance gains over prior designer.
- Designed and sold custom kitchens; closed \$50K+ in referred business in May alone.
- District leader in referrals; regularly recognized by regional managers for SF&I performance.

Tech Support & UI/UX Designer | SwyftOps | Wichita, KS | Jul 2023 – Oct 2023

- Led redesign of company website to improve conversions and SEO.
- Created branded visual assets and advised execs on UX tone and trust-building content.
- Upsold clients into higher subscription tiers through consultative tech support.

Chief Operating Officer | SellSafe | Wichita, KS | Jul 2019 – Mar 2020

- Secured \$150K in funding from U.S. and European investors.
- Led pitch meetings, coordinated with dev teams, and developed marketing partnerships.
- Managed product-market positioning and early prototypes.

Licensed Personal Banker (Wealth Management) | Wells Fargo | New York, NY | 2013–2019

- Secured a \$52MM business account in Raleigh after 6-month rapport-building effort, resulting in promotion to Manhattan.
- Licensed in financial advising (Series 6, 63, and Insurance).
- Consistently ranked top 3 banker in East Manhattan district and mentored junior bankers.

Education & Certifications

- Bachelor of Philosophy & Christian Studies | Southeastern Baptist Theological Seminary, Wake Forest, NC | 2014
- Undergraduate Studies (Philosophy & History) | Southwestern Baptist Theological Seminary, Fort Worth, TX | 2006–2008
- Software Development Bootcamp | Coding Temple | Oct 2020 – Jan 2021
- Financial Licenses: NY State Insurance License, Series 6, Series 63 | 2019 (since expired)

Volunteering & Advocacy

- Our Health ROI: Developed a civic-tech platform advocating increased government investment in healthcare research (2025)
- Immigrant Rights Advocate: Provided financial guidance and volunteered in home construction projects for refugees and immigrants in New York (2018–2019)

Soft Skills

- Exceptional teamwork and collaborative leadership
- High adaptability and resilience to dynamic environments
- Multicultural communication proficiency
- Strategic and creative problem-solving

Personal Interests

- Exploring cities and cultures
- Culinary arts
- Philosophy, history, and cinema
- Nature and outdoor activities

Professional Objective

To join a collaborative agency or firm where I can blend UX strategy, technical fluency, and consultative sales expertise to elevate client relationships and deliver better project outcomes.