

# Joel Borofsky

UX Strategist | Client Success Manager | Sales-Driven Technologist

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## Professional Summary

Strategic tech communicator and proven sales leader with a frontend development background. Skilled at turning client goals into actionable systems, closing high-value deals, and demystifying technical concepts for stakeholders. Experienced in UX strategy, stakeholder alignment, and technical sales support. Seeking a hybrid role at a design-forward agency or branding studio to influence UX outcomes while driving client success.

## Key Strengths

- Proven sales performance: consistently achieved 120-200% above quota
- Expert communicator between clients and developers, ensuring project clarity
- Systems thinker with frontend experience: align design and development with sales strategy
- Trusted closer and relationship builder: trained sales teams, closed enterprise-level accounts

## Professional Experience

### Freelance UI/UX Web Designer | Remote | October 2021 – Present

- Advised clients on business strategy and web presence, helping refine messaging and define digital funnels.
- Developed full-stack websites and design systems while consulting on SaaS-related projects.
- Authored investment proposals and project scopes for early-stage founders seeking development partners.

### Sales Specialist, Cabinets & Kitchen Design | Lowe's | Wichita, KS | Feb 2025 – Present

- Exceeded personal sales goals monthly, achieving 1,500-2,000% YoY performance gains.
- Designed and sold custom kitchens, closing \$50K in referred countertop business in May alone.
- Recognized district leader in referrals and frequently acknowledged for SF&I performance.

### Tech Support & UI/UX Designer | SwyftOps | Wichita, KS | July 2023 – October 2023

- Redesigned company website to enhance conversions and improve SEO performance.
- Created branded visual assets and advised executives on UX tone and trust-building strategies.
- Upsold clients into higher subscription tiers through consultative technical support.

### Chief Operating Officer | SellSafe | Wichita, KS | July 2019 – March 2020

- Secured \$150K in seed funding within one month after two years of prior attempts by founders.
- Led pitch meetings, coordinated with development teams, and nurtured marketing partnerships.
- Managed product-market positioning and early-stage prototypes.

## Licensed Personal Banker | Wells Fargo | Raleigh, NC/New York, NY | Feb 2013 – July 2019

- Secured a \$52MM business account in Raleigh after a six-month rapport-building effort, earning a 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

- Licenses: Series 6, 63, and Insurance
- Frontend Development: Advanced coursework in UI/UX principles

## Technical Skills

- Frontend Development: HTML, CSS, JavaScript
- UX Tools: Figma, Adobe XD, Sketch
- CRM & Sales Platforms: Salesforce, HubSpot
- SEO Optimization and Digital Branding