

Curriculum Vitae

Joel Borofsky

- Role: UI/UX Designer & Frontend Developer
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Professional Summary

Passionate UI/UX designer and frontend developer with multicultural experience and a deep appreciation for European design philosophy, emphasizing holistic, accessible, and user-centered solutions. Adept at rapid adaptability, collaborative problem-solving, and driven by a desire to contribute positively to Europe's evolving digital landscape. Currently based in the US, fully committed to working EU hours remotely, with plans for imminent relocation upon hire.

Languages

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

Technical Skills

- Design: Figma, Accessibility (WCAG), Prototyping, User-Centered Design
- Frontend Development: HTML, CSS, SCSS/SASS, TailwindCSS, JavaScript, TypeScript, React, Next.js
- Animations: Framer Motion, GSAP, Three.js (React Three Fiber/Drei)
- SEO & Optimization: Page Speed, Structured Data, CRO
- CMS & Marketing: Strapi, HygraphQL, WordPress, Google Analytics

Professional Experience

- Freelance UI/UX Developer | Remote, USA | Oct 2021 – Present
- Developed accessible and responsive websites emphasizing strong UI/UX principles, significantly enhancing client visibility and user engagement.
- Achieved notable project success with “Our Health ROI,” a civic-tech initiative that gained rapid viral traction among scientific and advocacy communities in the US, promoting public investment in health research.

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

Exceeded monthly sales targets (189% department, 102% individual) within the first month by rapidly adapting to new industry knowledge and prioritizing client-centered design solutions.

Collaborated directly with diverse stakeholders to deliver custom design projects, enhancing customer satisfaction and sales performance.

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

Successfully designed a modern website overhaul, significantly improving brand perception and customer interaction (in testing) despite project funding constraints.

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

Led international business development and marketing strategy, including successful negotiations and collaborations in Poland and Ukraine, securing \$150,000 in investor funding.

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

Managed key client relationships, notably securing \$54 million in cash assets, leading to promotion and licensure in financial advising and wealth management.

Provided tailored financial advisory services, reinforcing strong client trust and long-term asset management strategies.

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 (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

Committed to joining a forward-thinking European organization where I can leverage my unique blend of creative, technical, and multicultural expertise. Seeking a remote position with immediate alignment to EU hours and a clear intention for relocation, driven by a passion for Europe's holistic approach to digital and social democracy.