

Joel Borofsky

UI/UX Designer & Frontend Developer

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Dynamic and versatile UI/UX Developer with a strong foundation in frontend design and development. Known for innovative problem-solving, impactful user-centered designs, and seamless integration of aesthetics and functionality. Passionate about accessibility, performance optimization, and delivering engaging digital experiences. Eager to contribute and grow with a forward-thinking, mid-sized startup.

TECHNICAL SKILLS

UI/UX Design: Figma, Accessibility (WCAG compliance), user-centered design, prototyping

Frontend: HTML, CSS, SCSS/SASS, TailwindCSS, JavaScript, React, Next.js, TypeScript

Animation & Motion Design: Framer Motion, GSAP, Three.js (React Three Fiber/Drei)

SEO & Optimization: Page speed optimization, structured data, meta tagging, CRO

UI Frameworks & Components: Headless UI, Next Themes

Content & Marketing Tools: Strapi, HygraphQL, WordPress, Google Analytics

Soft Skills: Communication, collaborative problem-solving, business acumen, empathy

TECHNICAL PROJECTS

Our Health ROI

Technologies: Next.js, React, SCSS, API Integrations, NIH RePORTER

- Conceived, designed, and developed a civic tech platform enabling users to explore NIH-funded research and advocate for increased funding.
- Achieved rapid user engagement and viral growth within the scientific and health advocacy communities through strategic design and intuitive user flows
- Optimized performance through effective API caching strategies, reducing load times by 40% and enhancing user experience
- Ensured WCAG-compliant accessibility, supporting broad user inclusivity and participation

Cinnamon Roll Ecommerce Site

Technologies: Next.js, TailwindCSS, Firebase

- Developed a responsive ecommerce application integrating PayPal transactions and intuitive sales management
- Enhances sales efficiency through a custom admin dashboard and iterative UX improvements, increasing conversions and streamlining user interactions in testing

Escape from Eden Blog

Technologies: Next.js, Prisma, PostgreSQL, NextAuth, Stripe

- Engineers a robust blogging platform supporting secure authentication, content management, and SEO optimization.
- Improved discoverability with dynamic sitemap generation, strategic tagging, and optimized search implementation

PROFESSIONAL EXPERIENCE

Freelance UI/UX Web Designer | Remote

October 2021-Present

- Designed and developed responsive, accessible websites utilizing modern frontend technologies (Next.js, React, SCSS, Tailwind)
- Enhanced user interactions through animation libraries like Framer Motion and GSAP
- Boosted organic search visibility via structured SEO strategies
- Delivered client-focused solutions improving user experience and overall business performance

Sales Specialist, Cabinets & Kitchen Design | Lowe's | Wichita, KS

Feb 2025 - Present

- Leveraged proprietary software to deliver high-quality, customized kitchen designs
- Consulted directly with customers and contractors to ensure optimal functionality and aesthetic satisfaction
- Demonstrated consistent success in sales through exceptional client relationships and tailored design solutions

Tech Support & UI/UX Designer | SwyftOps | Wichita, KS

July 2023 – October 2023

- Spearheaded partial website redesign, enhancing UI clarity and increasing SEO impact
- Provided hands-on technical support while promoting SaaS product enhancements and upselling to clients

Chief Operating Officer | SellSafe | Wichita, KS

July 2019 – March 2020

- Directed product development strategy and team coordination
- Secured \$150,000 in seed funding and developed strategic marketing partnerships, enhancing brand visibility

EDUCATION

Bachelor of Philosophy, The College at Southeastern, Wake Forest, NC

Professional Goals

Seeking to join a progressive, mid-sized startup as a UI/UX Developer, leveraging my design and technical skills to contribute immediately while growing with the company. My goal is to rapidly expand my role, taking on increased responsibilities in UX strategy and design leadership.