

Joel Borofsky

UI/UX Developer | Web Developer | React Developer

Contact Information

- Phone: 316-644-7139
- Email: joelborofskydev@gmail.com
- Website: www.joelborofsky.com
- LinkedIn: linkedin.com/in/joelborofsky

Professional Summary

Accessibility-first frontend designer with expertise in neubrutalism aesthetics. Skilled in creating high-performance, user-focused web experiences that integrate business strategy with design systems. Proficient in accessibility standards, motion design, and SCSS-heavy codebases.

Technical Skills

Design & UX

- Figma
- Accessibility (WCAG)
- Wireframing & Prototyping
- User-Centered Design

Frontend Development

- HTML, CSS, SCSS/SASS
- TailwindCSS, JavaScript, React, Next.js

Backend Development

- Prisma (PostgreSQL), Firebase (NoSQL), MongoDB (NoSQL)

Animation & Motion Design

- Framer Motion (proficient), GSAP & Three.js (familiar)

SEO & Performance

- Page speed optimization, structured data, conversion rate optimization (CRO)

UI Components & Theming

- Headless UI, Next Themes

CMS & Marketing Tools

- Strapi, HygraphQL, WordPress (familiar), Google Analytics, SEO testing tools

Soft Skills

- Collaboration, problem-solving, user empathy, sales communications

Technical Projects

Cinnamon Roll Ecommerce Site

- Technologies: Nextjs, TailwindCSS, Firebase
- Designed and developed a responsive e-commerce platform integrating PayPal payment processing and admin dashboard for inventory and sales tracking.
- Utilized stakeholder feedback and iterative design processes to enhance user experience and boost sales efficiency.

Escape from Eden Blog

- Technologies: Nextjs, Prisma, PostgreSQL, NextAuth, Stripe
- Built a blogging platform with secure user authentication, PostgreSQL integration, and content

management features.

- Improved site discoverability through optimized search, tagging, and dynamic sitemap generation.

Professional Experience

Freelance UI/UX Web Designer | Remote

October 2021 - Present

- Delivered custom freelance projects for JBSky Dev, focusing on accessibility-first design and branded UI systems.
- Created high-performance websites with custom CMS logic.

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

February 2025 - Present

- Designed kitchens balancing aesthetics and function, achieving the region's highest referral closures.
- Contributed to the department ranking #1 in store performance through sustained over-goal metrics.

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

July 2023 - October 2023

- Rebuilt the marketing site to enhance SEO and usability.
- Modernized brand UX across touchpoints and advised on product-market fit.

Chief Operating Officer | SellSafe | Wichita, KS

July 2019 - March 2020

- Coordinated product development and raised \$150,000 in funding.
- Formulated marketing strategies through strategic collaborations.

Education

Bachelor of Philosophy

The College at Southeastern | Wake Forest, NC