

Joel Borofsky

UI/UX Designer & Frontend Developer

316-644-7139 | joelborofskydev@gmail.com | www.joelborofsky.com | [linkedin.com/in/joelborofsky](https://www.linkedin.com/in/joelborofsky)
<https://github.com/BorofskyDev>

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 | July 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 (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

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.