**Joel Borofsky**

**UI/UX Designer & Frontend Developer**

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[**https://github.com/BorofskyDev**](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.