



# JACOB KUCERA

UI/UX Designer with over 6+ years of experience

[PORTFOLIO](#)

[LINKEDIN](#)

(415) 320-2713

kucerajacob@gmail.com

## EXPERIENCE

### Web Advisors — Senior UI/UX Designer | Aug 2022 - Present

*B2B consulting firm with a team of high-end developers and marketing professionals.*

- Designed logos, brands, illustrations, and design systems for clients all around the world (PRESHER, Royal Hospice, and many more).
- Worked with leadership to design, and ship Web Advisors' B2B features, including a brand new website redesign to help onboard clients.

### Z-AXIS — Lead UI/UX Designer | Aug 2021 - Present

*Swing-fall protection monitoring mobile app currently being used by Boeing.*

- Designed the full look-and-feel of the Z-AXIS Radian mobile app.
- Worked closely with leadership and engineers to design over 200 mobile-view wireframes and modules.

### DRYNKS — Lead UI/UX Designer | Oct 2021 - Oct 2022

*Dating desktop and mobile app with over 50,000 users.*

- Designed the user flow, interaction models and sitemap to resolve pain points, allowing users to more effectively find romantic partners.
- Redesigned the logo, brand, and design system.
- Designed advertisements for billboard and web use.

### Bullish — UI/UX Designer | Sep 2019 - Mar 2022

*Content studio for the next generation of investors.*

- Lead the design process and revamped design systems.
- Designed responsive desktop & mobile wireframes in Figma, and implemented my designs using HTML, CSS & React.JS.
- Worked closely with O'Shaughnessy Asset Management, a brand partner, to design marketing slideshows and brochures.

### wave.ac — UI/UX Designer | May 2016 - Aug 2019

*Music streaming service, blog and community for independent artists.*

- Designed style guides, wireframes and interactive prototypes in Figma and implemented them with HTML and CSS.

*this resume only includes most recent work experience, to view older work experience please visit my [portfolio](#)*

## SKILLS

### TOOLKIT

Figma, Adobe Photoshop, Adobe Illustrator, Zeplin, HTML, CSS, Basic JavaScript, Blender, C4D, UE4

### DESIGN

User Interface Design (UID), User Experience Design (UED/UXD), Visual Design, Logo Design, Brand Design, Vector Illustration, Personas, Journey Mapping, Wireframes, Rapid Prototyping, User Centered Design Process, Design Systems

### RESEARCH

User Interviews, Usability Testing, Contextual Inquiry, User-Centered Design, Heuristic Evaluation, Competitive Analysis

## EDUCATION

### College of Marin

Associate's Degree —  
*Visual Communication  
Design (UI/UX Design)*  
2018 - 2020