Jake Stringfellow

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Senior Visual Designer

Senior Designer with 7+ years of agency experience creating impactful, accessible brands and user-focused digital experiences. I've owned end-to-end production of 20+ major websites and 10+ scalable design systems, combining creativity with a results-driven mindset. Thriving in collaborative environments, I bring a unique perspective shaped by both military and design backgrounds.

Career Highlights

- **Pioneered Strategy:** Implemented processes for accessibility and page speed optimization
- **Boost Personalization:** Created animated and interactive components for reuse on platform
- **Defined Vision:** Established knowledgebase of questions for project discovery sessions
- **Drove Evolution:** Led testing of AI tools and new code languages for implementation planning

Areas of Expertise

- Design Systems
- Accessible Design
- Creative Strategy
- Systems Thinking
- Brand Guidelines
- Design Standards
- Problem Solving
- Inclusive Design
- "Can Do" Mindset

Work Experience

Senior Designer
MARCH 2019 – PRESENT

Hypha Hubspot Development – Syosset, NY

- Ensured consistency of brand frameworks by establishing scalable UI/UX design systems & over 50 reusable, mobile optimized, user-friendly modules
- Enhanced brand experiences across digital and event channels by collaborating with cross-functional teams to launch 15+ visually compelling product sites and sales campaigns
- Led creative direction, brand design and UX for 20+ client (B2B, B2C, SaaS) websites and digital products with end-to-end deliverables (wireframes, prototypes, mockups, live pages)
- Elevated brand storytelling during migration and overhaul of SaaS web platform by prompting creation of AI motion graphics, icons, interactive elements & custom animations (HTML, CSS, JS)
- Improved inclusive design practices and WCAG accessibility compliance by 20% across 10+ clients through page speed testing, accessibility tools, template refinements, & code overhauls
- Mentor 3+ other designers, providing guidance on design standards, creative problem-solving, and professional development to help them grow personally and professionally
- Responsible for conversion of B2B/B2C client platform to dual purpose website with patient and provider-facing experiences. Established UX/UI for both user groups along with reinvention of 25+ pages and 30+ new CTAs. Conversion also called for full creative asset delivery (email, sales decks, print materials, etc)

- Achieved 50% increase in conversion opportunities and 23% increase in SEO performance by leading visual design and UX for 6 month B2B client sprint. Worked with marketing team and stakeholders to reinvent brand identity. Established a new design system with 10+ reusable, custom modules, 10+ templates and 20+ UI components for use across all platforms.

Junior Visual Designer
JUNE 2015 – MARCH 2019

Morey Creative Studios – Syosset, NY

- Seek out new tools, frameworks and methodologies till to maintain a modern design and development toolset
- Embrace feedback and user research to refine designs and align deliverables with user needs and campaign/event objectives

Avionics Technician
NOVEMBER 2007 – PRESENT

US Air Force – Westhampton Beach, NY

- Ensure readiness/efficiency by leading technicians in forecasting aircraft maintenance needs
- Troubleshoot, diagnose, and facilitate solutions by collaborating with other departments

Professional Skills

- Organized communicator, able to articulate design concepts and collaborate across teams
- Curious, proactive thinker with a knack for problem-solving and simplifying technical details
- Systems thinker with an emphasis on attention to detail, ensuring high-quality standards
- Adaptable and thrives in fast-paced environments, balancing creativity with practicality
- Team player, dedicated to mentoring and fostering a culture of learning among designers

Software Tools & Technologies

- **Design/AI:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, RunwayML, ChatGPT
- **Development/Coding:** HTML, CSS, Javascript, jQuery, ReactJS, GSAP, HubL, WCAG/A11y
- **CMS:** Webflow, HubSpot, WordPress
- **Presentation:** Keynote, Microsoft Office, Google Docs, Google Slides
- **Collaboration:** Asana, Slack, Github
- **Analytics:** Google Lighthouse, PageSpeed Insights, Google Search Console, Google Analytics

Industry Knowledge & Skills

Responsive Design, Brand Development, Illustration, Workflows, Persuasive Storytelling, Design Patterns, Design Concepts, Design Reviews, Verbal Communication, Presentation Skills

Education

Farmingdale State College – **Farmingdale, NY**

Bachelor's Degree – Web Design, June 2015

Bachelor's Degree – Software Technology, December 2015