

Jake Parrott

UI/Web Designer & Creative

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Extended portfolio and references
available upon request

Accomplished UI/web designer with over 15 years of experience managing the design and implementation of multiple websites and online applications for desktop and mobile. Focused on delivering custom designed responsive websites based on user centered design from consumer insight, data analytics, research metrics, and business requirements.

An entrepreneurial attitude with a passion for forward thinking and problem solving. Experienced with presentations to clients and stakeholders. Strong multi team communications skills focused on getting projects completed efficiently and on time.

In late 2019, I set out on my own to grow my own business, Jake Parrott Creative, as a freelance and contract web designer. Since then, I have been producing web designs and creative materials for several businesses across the nation.

Technical Background

Strong development understanding of HTML/CSS, JavaScript, jQuery, and PHP/MySQL. Expert in WordPress/CMS and the Adobe applications. Proficient with Wireframing and prototyping software like Adobe XD and Sketch.

WordPress Background

Strong understanding of WordPress native capabilities, proficient at designing, developing custom themes and plugins from scratch and utilizing custom fields using ACF Pro and design features from Elementor. Experience with integrating API calls for large data feeds.

Designed, developed and managed numerous WordPress websites from small business to large enterprise ecommerce/Lead generation websites.

Developed several custom plugins to provide custom solutions to front end user experience and back end admin usability.

Education

My Education includes a BFA in Computer Animation from Missouri State University



Professional Accomplishments

Recrafted ecommerce and lead generating website :: Large website was in need of a new foundation and design. I lead the project with a focus to improve performance, introduce a responsive design, and increase sales and lead generation based on consumer insights, and research analytics. Website was built on a WordPress platform with complete custom developed template and plugins to ensure performance, security, and usability.

Redesign UX/UI on enterprise level web application :: Lead the redesign of the web application to improve the UX/UI and modernize the application to be mobile friendly and user centered. This lead to a significant increase and retention of large corporate and government accounts.

Rebrand and restructure from concept to completion :: Approached by a business to lead the project of redesigning and developing the company website. I designed and developed a completely new website through a custom developed WordPress theme that was fundamental to a 130% revenue increase over two years.

Improved internal communication and production :: Witnessed production margins decreasing with faster project timelines and smaller client budgets. Took initiative to restructure and develop the flagship research tool. Production time decreased by 33% and the respondent success/completion rate improved in online surveys.

Delivered winning marketing solutions :: Approached to lead the redesign and execution of the email marketing campaigns. Created a dynamic delivery application that targeted segmented subscriber groups. Results: Near 50% increase in email open rates and 30% increase click through/purchase rates.

Enhanced creative strategies and user experience :: Charged with improving the experience of research respondents. Designed new user experience interface, which reduced the project development time by nearly 20%, and lead to better research results and higher completion rates of surveys.

Career Success

Owner & Web Designer :: Jake Parrott Creative :: 2005 – Present

I have provided web design and development services for clients located all across the US. Many of which are long term returning clients receiving continued service and support. I take pride in offering quality work and support it after delivery. Most of the work I do is done in a custom WordPress environment where I create the themes and plugins from scratch.

- Design and develop responsive WordPress websites for clients in all industries
- Create marketing and communication materials for web and print use
- Manage hosting, support, and maintenance for multiple client websites year round



Web UX/UI Architect :: Pryor Learning Solutions :: 2013 – 2019

- Manage front end web design team and user experience on enterprise class WordPress website and LMS.
- Manage UA testing team for ongoing design and development projects on websites
- Lead on design best practices for responsive/mobile design and brand identity.
- Champion the implementation of research and testing results to focus more on a user centered experience.

Senior Designer & Developer :: Decision Insight :: 2009 – 2013

- Lead on design/development of an online applications to streamline business services.
- Member of the product development team responsible for consumer insights and research analytics.
- Create interactive demos that show solutions to unique needs for prospects and clients.

Multimedia Designer :: Handmark :: 2007 – 2009

- Designed interactive demos and videos for shows and meetings with prospects.
- Managed the design and execution of email marketing campaign to improve sales.
- Designed icons and artwork for mobile games and applications across several platforms

Lead Web Developer :: YearMovie :: 2006 – 2007

- Lead the design of the website and facilitated production of multiple teams.
- Consult faculty and students in production of the YearMovie DVD
- Create marketing and tutorial videos for use at video production camps and schools

Testimonials and Kind Words from Colleagues

“Jake really caught on quickly with our standard way of doing things, while bringing to the ‘table’ his own skill-set which has helped the company move forward with innovative marketing materials and designs.”

“Jake is an incredible communicator as well as a teacher. His skills are a priceless addition to the company!”

“Always willing to help other employees out. Willing to go the extra mile to ensure something is done the best way possible.”

“Jake is very positive and proactive. In my opinion, he is great at offering up solutions and ideas to problems or situations without the need to be asked. He follows-up with schedules to ensure things stay on track. I really enjoy working with him and trust that he is going to do a great job!”

“The new website works so much better than we ever expected.”

