JACOB GOTER

UX/UI DESIGNER

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EDUCATION

Associates of Applied Science - Digital Design

Pierce College, Lakewood WA (2022 - Present)
GPA - 3.4/4.0
Courses Taken
Introduction to UX Design
Advanced UX Design
Mobile UI Design

Certificate of UX/UI Design

Pierce College, Lakewood WA (2022 - Present)
GPA - 3.4/4.0

ACHIEVEMENTS

Academics

- Deans List - Fall 2022
- Presidents List - Spring 2023
- Deans List - Fall 2023
- Chancellors List - Winter 2024

UX SKILLS

- **User Research:** Conducting interviews, surveys, and usability studies to gather insights into user needs and behaviors.
- **Wireframing & Prototyping:** Creating wireframes and interactive prototypes to visualize and test design concepts.
- **Information Architecture:** Organizing and structuring content to create intuitive navigation and user flows.
- **Usability Testing:** Planning and conducting usability tests to evaluate the effectiveness of designs and identify areas for improvement.
- **Interaction Design:** Designing interactive elements and ensuring a seamless user experience across various touchpoints.
- **Visual Design:** Crafting aesthetically pleasing interfaces that align with brand identity and enhance user engagement.

PERSONAL SKILLS

Communication, Problem-Solving, Adaptability, Attention to Detail, Time Management, Collaboration, Empathy, Creativity, Critical Thinking, Organization, Patience, Leadership.

HOBBIES/ INTERESTS

Soccer, Music, Fitness, Gaming, DIY Projects.

PROFESSIONAL SUMMARY

Aspiring digital designer with a strong foundation in graphic design and UX/UI principles. Enthusiastic about creating visually compelling and user-centered designs. Eager to contribute creativity and innovation to design projects.

My approach to good design is finding the right balance of user empathy, usability, aesthetics, a keen business acumen and a deep understanding of my users.

WORK EXPERIENCE

UX/UI Design Projects (Coursework)
Pierce College │ Lakewood, Washington │ 2022 - Present

Project Name: Homee - Smart Home App

- Executed the project lifecycle for a smart home application, from initial wireframes to final prototype; delivered the project ahead of schedule, with a streamlined development process utilized by 8 team members.

- Translated user research into actionable design strategies by developing 20+ wireframes and iterative prototypes; streamlined the design process, reducing development time by 30% and enhancing collaboration across teams.

- Result: A user-friendly, adaptable app that was well-received for its efficiency and straightforward design was delivered.

- Skills Applied: Applying Wireframing, Prototyping, Information Architecture, Interaction Design, Visual Design, User Research, and Usability Testing

Personal Project
Urban Vogue - E-commerce Clothing Website │ 2023

Project Name: Urban Vogue

- Designed an e-commerce website with a modern, elegant UI with the goal of improving user experience for a clothes business. The platform effectively displayed items and expedited the purchasing process.

- Created interactive prototypes, created the structure and navigation of websites, gathered market data, and used responsive design to guarantee a consistent user experience across platforms.

- Provided an e-commerce site that was both aesthetically pleasing and effective, earning accolades for its design and usability that boosted user engagement.

- Skills Applied: UI/UX, visual and responsive design, wireframing, interaction design, user testing, and prototyping.