



JAKE BUCKLEY

Digital design and marketing specialist

I bring over 15 years of expertise in digital design and marketing, boasting a solid foundation in visual, web, UX, and UI design. My skill set encompasses digital asset management, design systems development, and KPI enhancement, highlighting my diverse capabilities. Renowned for spearheading design projects, upholding brand integrity, and delivering cutting-edge marketing collateral.

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Education

BA, Graphic Design, University of Wyoming

Skills

- Design tools: Figma, Sketch, Adobe XD
- UX and UI Design, graphic and web design
- Heatmap tools (Hotjar, Microsoft Clarity)
- A/B Testing (Google Optimize, Adobe Target)
- Adobe Creative Suite (Illustrator, Photoshop)
- Data analytics (GA4, Looker Dashboards)
- Social media and email marketing management
- CMS (Wordpress, Contentful, Hubspot, Cascade)
- SEO (Google Search Console and SEMRUSH)
- User research (interviews, surveys, testing)
- Wireframing, prototyping, mockups, information architecture and design systems
- HTML, CSS, and JavaScript
- Project management
- WCAG 2.1 AA

Hobbies

I have a strong passion for snowboarding, playing sand volleyball, working out at the gym, tackling Colorado's 14ers, camping in nature, and discovering new and diverse destinations such as Iceland, New Zealand, and Greece.



Employment history

University of Phoenix | 2024 - 2025

Sr. UX/UI Designer 2

- User Experience (UX): Applied user-centered design principles to create intuitive, accessible, and visually appealing interfaces that improved user satisfaction and engagement.
- Landing Pages: Designed and optimized landing pages to enhance conversion rates, ensuring alignment with marketing goals and user expectations.
- Email Experiences: Developed comprehensive email experiences that integrated seamlessly with the broader digital ecosystem, driving user retention and engagement.

Allstate Identity Protection(AIP) | 2019 - 2024

Digital Design Manager, 2022 - 2024

- **Cut DTC acquisition cost by 90%** in 12 months through landing page optimization, personalized experiences, and SEO.
- Optimized B2B sales enablement to drive employer group growth.
- Established in-house media, implemented A/B testing, and collaborated with teams to meet goals.

Senior Visual Designer, 2019 - 2022

- Led brand vision and design through 3 rebrands.
- Collaborated with cross-functional teams to create impactful brand experiences.
- Managed projects from concept to production across DTC, B2B, and B2B2C channels (interactive, email, digital, web, print).

Polylast Systems | 2018 - 2019

Director of Sales Marketing

- Managed marketing and creative teams, directed market research efforts, and worked closely with advertising partners to achieve the **most prosperous period in company history**.
- Managed website updates, graphic design, and programming; executed email marketing campaigns and oversaw social media management (**2,000X social media following**)
- Created promotional materials, developed marketing strategies, and collaborated with cross-functional teams for integrated campaigns to drive growth.

Colorado Christian University(CCU) | 2014 - 2017

Lead Digital Designer and Web Developer

- Oversaw all graphics and design for Colorado Christian University's digital platforms
- **Redesigned 1,000+ web-page website ccu.edu, interactive TVs around campus and athletics web-pages**
- Collaborated on SEO strategies and implemented responsive design for consistent user experience



Awards

- American Marketing Association, Omaha chapter - PLATINUM AWARD
- American Marketing Association, Omaha chapter - GOLD AWARD
- American Marketing Association, Omaha chapter - SILVER AWARD
- American Marketing Association, Lincoln chapter - AWARD OF MERIT
- Davey Award - BEST IN SHOW
- Davey Award - SILVER AWARD
- Nebraska ADDY Award - GOLD AWARD