

Jake Buckley

I bring over 15 years of expertise in digital design and marketing, boasting a solid foundation in visual, web, UX, and UI design.

EXPERIENCE

University of Phoenix — *Sr. UX/UI Designer 2*

August 2024 - PRESENT

Drove 2× annual conversions through email campaigns, landing pages, and UX design while boosting retention and delivering scalable, accessible cross-channel digital experiences.

Allstate Identity Protection

— *Digital Design Manager*

June 2022 - August 2024

Reduced DTC acquisition costs by 90% in 12 months through optimized landing pages, personalized UX, SEO improvements, and cross-channel B2B and DTC campaigns.

— *Senior Visual Designer*

August 2019 - June 2022

Led multi-channel marketing and branding projects—from concept to production—delivering cohesive, user-centered experiences while maintaining brand integrity and collaborating across cross-functional teams.

Polylast Systems — *Director of Sales Marketing*

March 2018 - August 2019

Managed marketing and creative teams, drove 2,000% social media growth, led email campaigns, website updates, and multi-channel design projects to boost engagement and brand impact.

Colorado Christian University — *Lead Web Designer & Developer*

December 2014 - March 2017

Redesigned 1,000+ page website to increase enrollment 10%, managed UX/UI, emails, and web updates, implemented SEO and responsive design for CCU.

EDUCATION

University of Wyoming — *Bachelors in Graphic Design*

August 2007- December 2012

Portfolio -

<https://jakebuckley.com/>

Contact -

(480) 977-0709

jtbuckdesign@gmail.com

SKILLS

Design & UX/UI: Figma, Sketch, Adobe XD, Adobe Creative Suite (Illustrator, Photoshop); wireframing, prototyping, mockups, information architecture, design systems

Web & Front-End: HTML, CSS, JavaScript; CMS (AEM, WordPress, Contentful, HubSpot, Cascade); WCAG 2.1 AA accessibility

Growth & Analytics: A/B testing (Google Optimize, Adobe Target); GA4, Looker dashboards, heatmap tools (Hotjar, Microsoft Clarity); SEO (Google Search Console, SEMrush)

User Research & Strategy:

Interviews, surveys, usability testing; UX strategy; conversion optimization; cross-channel design collaboration

AWARDS

American Marketing Association - PLATINUM AWARD

American Marketing Association - GOLD AWARD

American Marketing Association - SILVER AWARD

American Marketing Association - AWARD OF MERIT

Davey Award - BEST IN SHOW

Davey Award - SILVER AWARD