



Joel Skotak

Senior design leader and digital experience professional with a decade of experience shaping websites, marketing campaigns, and brand visuals. Blends strong design craft with practical problem-solving, turning concepts into clean, effective creative across digital and print. Known for collaborating well across teams, learning tools quickly, and delivering design work that is clear, engaging, and impactful.

Core Strengths & Capabilities

— CREATIVE DIRECTION & BRAND LEADERSHIP

- Leading creative direction across brand, digital, and print applications
- End-to-end ownership of design systems, brand extensions, and campaign visual identity
- Expertise in designing multi-channel marketing assets (web, email, social, print, events)
- High-level layout, typography, and visual composition skills across digital and print

— DESIGN, DEVELOPMENT, & PRODUCTION

- Digital Experience, UX/UI design, & content creation
- User journey design and UI visual design
- Comprehensive knowledge of usability standards and user-centered intuitive design
- Balancing user needs and organizational goals to design effective digital experiences
- Front-end development and content architecture
- Hiring and oversight of offshore developers for website builds
- QA testing, troubleshooting, release sprints, and iterative improvement
- Skilled in print production, press checks, and vendor coordination to ensure accurate color, materials, and output quality
- Platform onboarding, configuration, and workflow design
- Light video production and editing

— MARKETING EXECUTION & OPTIMIZATION

- Email marketing, optimization, automation, and reporting
- Translating marketing and engagement campaigns into trackable, platform-driven user journeys and conversion funnels
- Collaborating with product, marketing, and e-commerce teams to align creative across launches and initiatives
- Strong grasp of marketing's role in generating sales, growing brand equity, and retaining customers

— LEADERSHIP & COLLABORATION

- Managing and mentoring designers and developers to maintain quality and consistency
- Cross-department collaboration, requirements gathering, project management, and execution
- Ability to thrive in evolving environments with tight constraints

— AI-DRIVEN INNOVATION

- Leveraging AI tools for marketing planning, audience insights, and campaign optimization to accelerate strategy and improve performance
- Using AI-assisted content creation for drafting, refinement, and ideation across web, email, social, and long-form formats
- Integrating AI into workflows for research, competitive analysis, and learning—enhancing speed, clarity, and creative output
- Using AI-assisted code generation (“vibe coding”) to build lightweight interactive tools such as financial calculators



Technical Proficiencies

— DESIGN, UI/UX & FRONT-END

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premier, After Effects)
- HTML & CSS for front-end layout and styling
- JavaScript for UI behavior and enhancements
- Responsive design, accessibility considerations, content architecture
- Design systems implementation and component-based workflows

— WEB & PLATFORM ECOSYSTEMS

- WordPress, Webflow, Squarespace and DIY builders, WooCommerce, Shopify, LMS (LearnDash), direct-sales
- Theme customization, CMS configuration, template development
- Landing page design, conversion and performance optimization, technical SEO fundamentals
- Email marketing (Mailchimp, ConvertKit, Klaviyo)

— PRINT PRODUCTION & DIGITAL ASSET CREATION

- Prepress, file preparation, color management
- Print vendor coordination, proofing, press checks
- Image optimization, digital ads, email graphics, social media creative, iconography

— ANALYTICS, UX INSIGHT & OPTIMIZATION

- Quantitative metrics (Google Analytics and alternatives)
- Qualitative metrics (Hotjar, Crazy Egg)
- SEO (SEM Rush and alternatives)
- Usability audits and data-informed user experience improvements

— COLLABORATION & PROJECT MANAGEMENT

- AI content generation and refinement (ChatGPT and alternatives)
- AI image creation, animated image creation and ideation (Adobe Firefly, MidJourney)
- AI voice and audio tools (ElevenLabs)
- AI-assisted marketing planning, research, accelerated creative iteration

— SYSTEMS, WORKFLOW & OPERATIONS

- Platform onboarding, workflow automation, and connected digital ecosystems
- QA testing, troubleshooting, and iterative release cycles
- Domain management, DNS configuration, hosting workflows, site maintenance

— PRODUCTIVITY & COLLABORATION

- Google Workspace (Docs, Sheets, Slides)
- Microsoft 365 (Word, Excel, PowerPoint)
- Slack, Zoom, cloud-based file management

— COLLABORATION & PROJECT MANAGEMENT

- Asana, Monday, Jira, Airtable, Upwork
- Cross-functional communication, sprint planning, resource coordination
- International contractor



Professional Experience

— NOONDAY COLLECTION | DIGITAL EXPERIENCE, E-COMMERCE & WEB PLATFORMS

2013–2021 Senior Graphic Designer > Webmaster > UI/UX Designer

Joined as hire #3 during a rapid-growth phase; expanded role across print, digital, e-commerce, and platform experience.

- Designed end-to-end marketing, print, and digital assets including national product catalogs, seasonal campaigns, event collateral, and digital marketing assets
- Progressed into digital ownership roles, managing three full e-commerce platform lifecycles: Adobe Business Catalyst → Thatcher Direct-Sales Platform → Tekvation Custom Direct-Sales Platform
- Served as primary webmaster and lead UI/UX designer for Customer, Host, and Ambassador-facing experiences
- Evaluated, recommended, and implemented platform solutions aligned with user needs, business goals, and technical constraints. Examples: digital product catalog, email marketing systems, asset management, online events
- Gathered feature requirements across Sales, Marketing, Product, and Customer Service; translated needs into platform-based solutions. Examples: new Ambassador enrollment flow, wishlist functionality, customer account feature, in-app contextual messaging to minimize customer support requests
- Designed high-value stakeholder experiences including a Trunk Show metrics dashboard, Ambassador back office workflows, and sales order attribution messaging
- Executed QA testing, identified bugs, coordinated fixes, and ensured successful launches across constrained digital environments including seasonal product launches across platforms
- Implemented and interpreted analytics, optimizing high-value conversion paths using a test-and-learn approach
- Built the Ambassador onboarding experience in partnership with Sales and Support
- Designed and deployed marketing email campaigns, including A/B tests, segmentation, automations, list hygiene, and performance reporting
- Demonstrated flexibility and adaptability by designing within both highly customizable and tightly restricted platform ecosystems
- Product lifecycle process implementation: scope → build → test → iterate → launch → observe → enhance

— FREELANCE DESIGN CONSULTANT | www.jodesignco.com, www.uxtherapist.com

2023–PRESENT Print and Web Design

- Designed and built WordPress, Squarespace, and Webflow sites
- Led end-to-end client discovery, planning, design, front-end build, maintenance and support

— REST OVER RICHES | FOUNDER, PRODUCT & SYSTEMS ARCHITECT | www.restoverriches.com

2025–PRESENT Faith-based Education Platform and LMS Build

- Built and launched e-commerce + LMS platform (Wordpress, WooCommerce, LearnDash, Uncanny Groups)
- Learned and configured new systems quickly, self-directed problem-solving
- Created curriculum, set up communication workflows, and performed user testing
- Applied a growth mindset and used modern tools, including AI, to accelerate research and execution



— **ADDITIONAL EXPERIENCE**

2004–2006 Jr. Designer at Sumpter & Gonzalez, LLP

2006–2012 Full-time Graphic and Web Design Contractor

2021–2023 Managed and Performed Property Renovations

Education

— **BFA, DESIGN – UNIVERSITY OF TEXAS AT AUSTIN**

1999–2005

Professional References

— **REFERENCES AVAILABLE UPON REQUEST**