

Justin DeGeer

Website Designer

519-831-2393 | Guelph, ON | jdegeer34@gmail.com | justindegeer.com

PROFESSIONAL SUMMARY

A detail-oriented designer with a 11-year professional background, including 5 years specializing in UI/UX design and 6 years in mechanical engineering (robotics and automation). I build clear, functional websites and digital experiences by utilizing Figma, Shopify, Squarespace, WordPress, Webflow, and Wix Studio. I use AI-assisted systems to help deliver high-fidelity prototypes to close the gap between technical complexity and user-centric design.

AREAS OF EXPERTISE

- **Design and Prototyping:** Figma, Adobe Creative Suite (Adobe Illustrator), UX/UI Design, Wireframing, Prototyping, Design Systems, High-Fidelity Prototyping, Information Architecture, Visual Storytelling, SEO
- **Platform and Development:** Shopify, Squarespace, WordPress, Webflow, Wix Studio, JavaScript, HTML, CSS, CMS Architecture
- **Workflow and Innovation:** Relume.io, Google AI Studio, MANUS, Claude.ai

PROFESSIONAL EXPERIENCE

Freelance Web Designer | Self-Employed | Oct 2021 - Present

The Kaleidoscope

- Spearheaded a full platform migration from WordPress to Wix Studio, resulting in a 63 percent increase in site traffic through optimized CMS architecture and SEO-driven design.
- Led a cross-functional design team to overhaul the brand identity, establishing a comprehensive Figma design system and accessible, high-fidelity wireframes.
- Engineered advanced interactive components using Velo (JavaScript), delivering an immersive user experience while ensuring a seamless transition from design to production.

Corinna's Art

- Designed and launched a custom e-commerce platform from initial concept through deployment resulting in increased online sales by 28 percent.
- Engineered high-fidelity prototypes and custom checkout workflows to minimize user friction, resulting in a streamlined end-to-end purchase journey for high-ticket art products.
- Synthesized user behavior data via Google Analytics to execute layout adjustments and navigation improvements, driving a measurable increase in conversion rate optimization (CRO).

Designed By Dai

- Overhauled the brand's e-commerce presence as the sole designer, achieving a 50 percent increase in client sales within the first quarter of the site's launch.
- Designed high-fidelity wireframes and visual systems in Adobe XD, engineering a high-conversion user flow that aligned with the client's strategic brand identity.
- Optimized site performance through custom WordPress implementation and SEO integration, driving a measurable revenue growth and establishing a data-centric tracking architecture.

EDUCATION

- Diploma, Mechanical Engineering, Conestoga College | 2011 - 2016

COURSES/CERTIFICATIONS

- Webflow 101 Certificate, Webflow University | 2023
- Google UX Design Certificate, Coursera.org | 2022
- UX/UI Design Certificate, Skillshare.com | 2021