

Justin DeGeer

Website Designer

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

PROFESSIONAL SUMMARY

A detail-oriented web designer with an 11-year professional background spanning 5 years in UI/UX design and 6 years in mechanical engineering (robotics and automation). I design clear, functional websites and digital experiences in Figma, Shopify, Squarespace, WordPress, Webflow, and Wix Studio. I bridge technical complexity with user-centered design to deliver measurable results for clients.

TECHNICAL SKILLS

- **Design and Prototyping:** Figma, Adobe Illustrator, UX/UI Design, Wireframing, Prototyping, Design Systems, Information Architecture, SEO
- **Platform and Development:** Shopify, Squarespace, WordPress, Webflow, Wix Studio, JavaScript, HTML, CSS, CMS Architecture
- **Tools and Workflow:** Relume.io, Google AI Studio, MANUS, Claude.ai

PROFESSIONAL EXPERIENCE

Freelance Web Designer | Self-Employed | Oct 2021 - Present
(Select clients)

Landseed

- Auditing and updating existing WordPress web pages to improve content structure and user experience.
- Collaborating with the organization to align the site with current design standards and accessibility best practices.

The Kaleidoscope

- Migrated a high-traffic WordPress site to Wix Studio, driving a 63% increase in organic traffic through restructured CMS architecture and on-page SEO improvements.
- Directed a cross-functional team to redesign the brand identity, delivering an accessible Figma design system used across all digital touchpoints.
- Built custom interactive components in Velo (JavaScript), reducing the design-to-production handoff cycle and enabling real-time content updates by the client team.

Corinna's Art

- Architected and deployed a custom Shopify e-commerce platform from discovery to launch, increasing online sales by 28% within the first quarter.
- Designed streamlined checkout flows and reduced friction points across the purchase journey, resulting in measurable improvement to conversion rates for high-ticket art products.
- Leveraged Google Analytics behavioral data to drive iterative layout and navigation improvements, establishing a repeatable CRO testing process.

Designed By Dai

- Rebuilt the brand's e-commerce presence as the sole designer, achieving a 50% increase in client sales in Q1 post-launch.
- Developed a high-conversion user flow and visual system in Figma, aligning UX decisions with the client's brand positioning and target audience.
- Implemented a custom WordPress build with SEO integration and GA4 tracking, creating a data foundation for ongoing performance optimization.

Mechanical Technician | Metalumen Manufacturing | Mar 2016 - Jun 2021

- Increased production throughput 50% by programming and optimizing industrial robotic systems.
- Mentored new staff on technical builds, establishing quality standards across the production floor.

EDUCATION

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

CERTIFICATIONS

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