



Jake Reátegui

Senior UI/UX Designer

web, email, and product experiences.

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Senior UI/UX Designer with 15+ years of experience delivering intuitive, high-converting digital products. Adept at translating complex requirements into engaging, data-driven designs across web, email, and app experiences. Skilled collaborator who bridges creative vision and technical execution to drive measurable business results.

CERTIFICATES

- **Google UX Design** 2024
Coursera
- **Web Applications Development** 2023
Salt Lake Community College
- **Google Ads**
Analytics, Video, and Display Ads
- **Multimedia Certificate**
Academy of Information Technology

EDUCATION

Bachelor of Arts 2013–2016
Entertainment Arts &
Engineering – Game Design
University of Utah

Associates of Art 2009–2012
Humanities
Salt Lake Community College

SKILLS

DESIGN & UX

- Wireframing & Prototyping
- Responsive Web Design
- Usability Testing
- Information Architecture
- Visual Design
- Motion Design

DEVELOPMENT

- HTML, CSS, JavaScript, React
- Sitefinity CMS
- 3D Modeling & Printing
- Web3 Technologies

EXPERIENCE

UI/UX Designer

2021–Present

Stampin' Up!

- Designed and launched high-impact marketing and e-commerce solutions in Sitefinity CMS, enhancing homepage engagement and conversions.
- Tripled email click-through rates by optimizing Mailchimp campaigns through A/B testing, responsive design, and analytics-driven insights.
- Drove email growth and optimization initiatives that generated over \$1M in revenue, expanding customer engagement and retention through data-informed strategy.
- Led end-to-end implementation of UserPilot for in-app tutorials and feature onboarding, reducing support tickets.
- Standardized UI/UX design systems, ensuring consistent visual branding across digital touchpoints.
- Developed scalable, reusable email templates that improved production efficiency by 30% and supported marketing automation.
- Partnered cross-functionally with developers, product managers, and vendors to deliver projects on time and aligned with business objectives.

Senior Designer

2015–2021

Franklin Planner

- Led multidisciplinary projects across web design, UX/UI modules, email campaigns, catalogs, and product development, driving cohesive brand experiences.
- Managed a remote creative team of four, overseeing concept development and production of marketing assets, photography, and video content.
- Spearheaded a comprehensive brand and website redesign and designed three flagship planners: Serenity (2015), Leadership (2018), and 21 Day (2018).

Graphic Artist

2013–2015

Natural History Museum of Utah

- Designed and produced exhibit displays, including informational plaques, large-format banners, vinyl graphics, and signage to enhance visitor engagement.
- Developed and executed marketing campaigns across print, web, and digital media to promote the museum's relocation and increase attendance.
- Managed vendor relationships, negotiated pricing and packaging, and conducted press checks to ensure high-quality production standards.

SOFTWARE TOOLS

UI/UX



Figma, Sketch, Adobe XD

ADOBE CREATIVE SUITE



Illustrator, InDesign, Photoshop, Lightroom,
After Effects, Premiere Pro

3D MODELING



Blender, Cinema 4D, Maya

AI + AUTOMATIONS



Chat GPT, Mid-Journey, Zapier

MARKETING



MailChimp, SendGrid, UserPilot