

JP Gerber

Senior UX/UI, Compliance, Graphic, and Motion Designer

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Professional Summary

UX/UI Designer with 12+ years of end-to-end digital product design experience across web, mobile, SaaS, and enterprise platforms. Deep expertise in user-centered design, responsive interface design, Figma-based design systems, and cross-functional collaboration. Consistent track record of improving usability, strengthening brand consistency, and optimizing user journeys through research, iteration, and high-fidelity prototyping. Equally comfortable leading visual design, driving accessibility compliance, and aligning product goals with intuitive, scalable experiences across fast-paced, multi-stakeholder environments.

Education & Certifications

- Nelson Mandela Metropolitan University (NMMU), South Africa, Fine Art — 2011
- Shaw Academy, Higher National Diploma (HND), Graphic Design, Dublin, Ireland — 2016
- Accessibility and Usability Best Practices for UX and UI Designers (WCAG 2.2, Section 508, ADA), Udemy — 2025

Technical Skills & Tools

Design & Prototyping: Figma, Adobe XD, Sketch, Axure RP, InVision, Zeplin, FigJam

Adobe Creative Suite: Photoshop, Illustrator, After Effects, Premiere, Lightroom, InDesign

UX & Product Design: UI/UX Design, Interaction Design, Visual Design, Product Design, Design Systems, Component Libraries, Style Guides, User Flows, Wireframing, Storyboarding, Low-to-High Fidelity Prototyping, Rapid Prototyping

Research & Testing: Usability Testing, Heuristic Evaluation, A/B Testing, User Research, Journey Mapping, Task Analysis

Accessibility: ADA, Section 508, WCAG 2.2, Inclusive Design

Motion & Web: Motion Graphics, Animation for UI, Responsive Web & Mobile Design, Mobile-First Design, Cross-Platform Design, Front-End Basics (HTML, CSS), WordPress, Web Components

Process & Collaboration: Agile/Scrum, Lean UX, Design Sprint Facilitation, Cross-Functional Collaboration, Stakeholder Communication, Art Direction, Creative Strategy, Brand Development

Project & Workflow Tools: Jira, Click-Up, Confluence, Trello, Slack, Monday.com, Google Workspace

Professional Experience

Freelance UX/UI & Graphic Designer, jggerber.online — (Remote) 2025 - Present

- Deliver end-to-end UX/UI design and web design solutions for clients across multiple industries
- Design responsive websites, landing pages, and digital platforms built to modern UX/UI standards
- Develop brand identities, marketing collateral, and visual systems for small and mid-size businesses
- Apply WCAG accessibility standards across all deliverables to ensure inclusive, compliant experiences

Senior Creative, [CompRSA](#) & [JustAnt.inc](#) — (Remote) 2018 - 2025

- Led cross-functional teams across UX/UI, branding, compliance, and motion design projects
- Delivered end-to-end user experiences across web and mobile platforms
- Specialized in accessibility (WCAG/508), high-fidelity prototyping, and usability testing
- Created visual identities, illustrations, and motion graphics for U.S. and South African clients

Head of Design, East Cape Tours — 2016 - 2018

- Oversaw all creative direction, team management, and design execution
- Led UX/UI design for digital properties and maintained brand consistency across print and digital
- Strengthened online presence through responsive design and interactive visual experiences

Graphic & Web Designer, [i4Africa](#) — 2012 - 2015

- Executed branding, graphic design, and web development for diverse clients
- Designed high-impact print and digital campaigns across multiple formats
- Integrated photography and production for large format and vehicle branding

Projects

Akoya — UX/UI & Brand Design | 2024 - 2025 | Healthcare / Dental SaaS

- Led end-to-end responsive web and software platform design for endodontic practice management.
- Created swimlane user journeys, redesigned key modules (calendar, patient chart, EHR, imaging, and insurance), and implemented HIPAA-compliant standards.
- Transitioned design systems to Figma and established a reusable component library, enhancing velocity and visual consistency while reducing tech debt.
- Reduced design/engineering handoff time by 30%, accelerated feature rollout, and improved onboarding speed and retention.

Total Expert Mobile — UX Optimization & Platform Alignment | Nov 2024 - Feb 2025 | Fintech / CRM

- Revamped the Android mobile experience for a financial engagement platform to align with iOS.
- Redesigned contact workflows, introduced collapsible task views, added memo visibility, and improved navigation.
- Improved mobile usability, reduced user friction, and increased task completion rates across platforms.

PlanHub — UX/UI Design & Workflow Optimization | 2023 - 2024 | Construction / Pre-construction SaaS

- Revamped the digital takeoff tool used by subcontractors to measure materials, labor, and areas directly from uploaded blueprints.
- Improved annotation layers, added multi-page plan navigation and batch item tagging for faster takeoff workflows.
- Introduced dynamic scale calibration, shape-based measurement tools (length, area, count), and real-time quantity tracking.
- Simplified the UI for easier plan uploads, clearer visual hierarchy, and improved performance during high-interaction tasks.
- Redesigned the bid management dashboard and subcontractor engagement flows to prioritize usability and workflow clarity.
- Enhanced mobile responsiveness and added intelligent notifications for time-sensitive bids and document activity.
- Boosted takeoff tool adoption by 40%, increased bid submissions by 50%, and improved user engagement by 35%, helping drive faster project cycles and higher contractor retention.

MITRE FinHub — Sole UX/UI Designer for Requisition & Planning Platform | 2021–2023 | Government / R&D

- Served as the lead and sole UX/UI designer for FinHub, a ground-up internal product built to manage external partner requisitions and support enterprise-level planning at MITRE.
- Designed the full platform experience across seven core sections: Department Health, Pipeline & Pricing, Planning & Execution, Billing, Rates & Work, Risk Management, and Analytics Workplace.
- Created scalable user flows, dashboards, and dynamic forms with role-based access, smart validation, and modular layouts to handle complex submission logic.
- Balanced internal and external user needs with compliance (Section 508), responsive design, and a unified design language system.
- Collaborated cross-functionally with engineering, legal, and financial teams to ensure domain accuracy and seamless data integration.
- Delivered a mission-critical platform that reduced requisition processing time by 45%, improved planning coordination, and enhanced operational transparency across departments.

Baker Tilly Quantum — UX/UI + Rebrand for SaaS Platform | 2021 - 2022 | Insurance / Claims

- Redesigned login, dashboard, and questionnaire wizard to streamline business interruption claims processing.
- Focused on dynamic user flows, visual hierarchy, and responsive design.
- Reduced claims submission time by 40%, improving user efficiency and internal processing speed.
- Increased questionnaire completion rates and enabled smoother onboarding for SMB clients.

Harmony Helper — UX/UI + Branding | 2018–2020 | Music Tech

- Designed mobile app UI, walkthrough wizard, subscription flow, and brand identity.
- Developed features including real-time pitch feedback, MIDI upload, and collaborative songbooks.
- Supported app growth to 50K+ users and increased subscription conversion through intuitive design.