JUSTIN KROUT

UI Engineer, Multimedia Designer, Marketing Specialist, and Idea Brewer

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SUMMARY

With 10+ years of multimedia design experience—spanning UI/UX, front-end programming, and motion graphics—I see design as more than a job; it's my lifelong passion. I've led complete website redesigns, enhanced user workflows, and built a personal site attracting over 1 million unique visitors annually.

I pour top-shelf, artisanal care into each project, ensuring robust, satisfying, and flavorful results. More than a visual decorator or pixel pusher; I'm a 100% pure-craft idea brewer. Last call is upon us, and all I request is one happy hour of your day.

KEY ACHIEVEMENTS

Generated 1M+ Annual Website Visitors

Led end-to-end website development and SEO optimization, consistently attracting over 1 million visitors per year since the creation of Unite-DB in 2021.

Increased Revenue By 733%

Streamlined internal software workflows and boosted operational efficiency, fueling revenue growth from $30M to $250M over six years at MeTEOR Education.

EDUCATION

03/2012 - 05/2014

Orlando, FL

Bachelor of Science (B.S.), Digital Arts
Full Sail University

GPA **3.88** / **4.0**

EXPERIENCE

06/2024 - Present

Remote

Digital Marketing Designer
Market Traders Institute

Create engaging digital marketing content and enhance the customer experience for a 30-year financial education and technology provider.

- Contributed in facilitating a company-wide transition from Salesforce into GoHighLevel which involved recreating automations, web funnels, emails, and a help article website–which I recreated from hundreds of HTML file exports and a JSON data list.
- Increased performance of the help article website by 72%; reducing initial load time from 0.72 seconds to 0.2 seconds.
- Led UI/UX design utilizing a functional prototype for a customer billing application with the primary goal of allowing users to manage eCommerce product subscriptions.
- Assisted in the tech integration of an affiliate program to track UTM parameters and commission data.
- Created engaging web funnels to promote sales webinars and product promotions.
- Created automated marketing workflows to send email drip campaigns, score leads to promote personalized product recommendations, and tag contacts for pipeline management.
- Proposed and implemented engaging marketing campaigns, promotions, and strategies.

03/2021 - Present

Remote

Website Owner and Developer
Idea Brewer, LLC

Design, develop, and manage multiple gaming websites with a focus on delivering data-driven insights and seamless user experiences.

- Design User Interfaces and User Experiences using Figma.
- Led end-to-end website development and SEO optimization, consistently attracting over 1 million visitors per year since the creation of Unite-DB in 2021.
- Develop sites with technologies such as JavaScript, Vue, Nuxt, Git, HTML5, and CSS3 without a CSS framework.
- Collaborate with advertising networks for optimal monetization.
- Maintain website data which is stored and fetched as JSON.
- Maintain social media, marketing collateral, critical partnerships and relationships.

06/2017 - 06/2023

Remote

UI Engineer
MeTEOR Education

Direct UI/UX design and front-end development for a nationwide leader in educational technology and furniture solutions.

- Streamlined internal software workflows and boosted operational efficiency, fueling revenue growth from $30M to $250M over six years.
- Created low fidelity and hi fidelity designs for all web applications using Figma.
- Researched and led all User Interface and User Experience decisions utilizing user focus groups and behavioral analytics software.
- Frontend development of PWA's using technologies such as JavaScript ES6, jQuery, Vue2, Nuxt, Laravel, WordPress, Git, Docker, HTML5, CSS3, Bootstrap, and Bulma.
- Created and maintained an internal blog dedicated to technical tips and tricks.
- Redesigned the company logo and style guide.

EXPERIENCE

03/2015 - 06/2017

Orlando, FL

● UI/UX Designer

BMDM Digital Marketing

Lead UI/UX designer and front-end developer for a direct marketing agency, delivering solutions for high-profile clients, including Toyota and Full Sail University.

- Researched and led all User Interface and User Experience decisions utilizing user focus groups and behavioral analytics software.
- Frontend development of all web projects including custom WordPress, Magento, and Drupal themes using HTML5, CSS3, Bootstrap, and Foundation.
- Designed and deployed responsive emails using Ink.
- Designed personalized direct mail advertisements and responsive web layouts for 50+ clients.
- Setup and preflight direct mail prints using InDesign for different paper types and textures such as transparent, foil, and cutout.

AWARDS

◈ **Execute And Follow Through**   ◈ **Salutatorian**   ◈ **Advanced Achievement Award**

◈ **Six Course Director Awards**

SKILLS

| User Interface Design | User Experience Design | Front-End Development | Javascript | HTML5 | CSS3 |

| Web Design | eCommerce | Marketing | Graphic Design | Branding | Packaging | Motion Graphics |

TOOLS

| Vue.js | Nuxt.js | Node.js | Git | Docker | WordPress | Magento | Drupal | Adobe Creative Suite | Figma |

| Jira | Confluence | Google Analytics | Google Tag Manager | ahrefs | Lucky Orange | HotJar | GoHighLevel |

| ClickFunnels | Salesforce | Hubspot |