Jeremy Grieff
Web Designer

Professional Web Designer with expertise in creating and maintaining high-quality websites that enhance user experience and drive engagement. Skilled in delivering data-driven design solutions, collaborating with cross-functional teams, and adapting to evolving project requirements. Proficient in Adobe Creative Suite, HTML, CSS, JavaScript, Figma, AI-assisted design tools, and UI/UX principles. Specializing in improving website performance, streamlining user workflows, and achieving measurable results.

Experience

Web, Graphic, and Visual Designer
Freelance | Feb 2025 - Present

- Design and develop responsive, SEO-optimized websites using Figma, Visual Studio Code, Webflow, Framer, Dreamweaver, Bootstrap, Adobe Creative Suite, and Tailwind CSS, ensuring alignment with client brand identity, project objectives, usability standards, and accessibility compliance.

- Produce visually engaging graphics and multimedia content using Adobe Creative Suite and infuse interactive elements with GSAP to enhance user experience (UX) and user interface (UI) across digital platforms.

- Utilize AI tools such as ChatGPT, Copilot, Firefly, Canva, Relume, and MidJourney to draft design concepts, create visual assets, and speed up project production from ideation to final delivery.

Senior User Experience Designer
Conduent (formerly Xerox) | Jan 2016 – Jan 2025

- Led UX strategy and implementation for 80+ client websites within a global organization of approximately 53,000 employees, creating user-centered, accessible, and brand-aligned digital experiences.

- Conceptualized, designed, and maintained 350+ interactive product demos for six product types using HTML, CSS, JavaScript, Figma, and React to showcase functionality and improve user engagement.

- Facilitated collaborative design sprints to prototype, test, and refine products that align with client goals and enhance engagement.

- Conducted UX research and translated findings into user journeys, wireframes, and interactive prototypes to guide feature development.

- Partnered with sales teams to customize demos for high-priority clients, tailoring features to business needs and driving conversions.

- Directed a Malaysia-based team of 8+ people to manage demo updates, uphold functionality standards, and ensure consistent quality across all product types.

UX Designer / Sales Demo Lead
Xerox (Acquired by Conduent) | Jan 2014 – Jan 2016

- Crafted and managed responsive website demos for internal sales teams using Dreamweaver, Illustrator, InDesign, and Photoshop, effectively showcasing product features and improving client engagement.

- Developed functional websites using HTML5, CSS3, jQuery, and JSON to deliver seamless, interactive user experiences.

- Created and refined user-centric prototypes in Adobe XD, applying iterative feedback and design strategies to enhance usability and align with business goals.

Core Competencies

- Front-end Development
- Prompt Engineering
- AI-Assisted Web Development
- Visual Design Principles
- Mockup Creation
- User Persona Development
- Bootstrap Framework Expertise
- User Journey Mapping
- Wireframing & Prototyping
- UI Design & Accessibility
- Storytelling & Presenting
- Cross-functional Collaboration
- Executive Leadership
- Quantitative & Qualitative Research
- Data-driven Decision Making
- Strategic Problem Solving
- Outcome-oriented Design
- User Research Methodologies

Software & Tools

Design
- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

Development
- Visual Studio Code
- Adobe Dreamweaver
- HTML5
- CSS3
- JavaScript
- React
- Bootstrap
- Tailwind
- GSAP

AI & Productivity
- ChatGPT
- Copilot
- Midjourney
- Relume

Collaboration
- Jira
- ClickUp

Experience

Photographer
Jeremy Grieff Photography | Jan 2012 – Jun 2016

- Captured on-location photography for weddings, engagements, family, and newborn sessions, applying advanced lighting, composition, and framing techniques to achieve client-driven results.

- Edited, retouched, and exported thousands of high-resolution images using Adobe Photoshop and Lightroom for print and digital platforms, applying color correction and quality control to meet client expectations.

- Curated personalized wedding albums and covers, resulting in repeat client referrals and consistently positive post-session feedback.

- Supported 100+ wedding shoots as a second photographer, capturing complementary compositions and perspectives to enhance final galleries.

- Assisted with lighting workshops by preparing studio environments and mentoring attendees on best practices for achieving optimal lighting setups.

Functional Analyst
ACS (A Xerox Company) - Jan 2011 – Jan 2014
HP (Acquired from EHRO) - Jan 2008 – Jan 2011
HExcellerate HRO (Spin-off from EDS) - Jan 2007 – Jan 2008

- Configured 10+ fully functional websites using Workstream and logic-based programming, collaborating with clients to implement project specifications and deliver tailored digital solutions that improved workflow efficiency and met business objectives.

- Performed comprehensive User and Client Acceptance Testing to ensure product quality, usability, and alignment with specifications.

Contact

757-810-9507
jeremy.grieff@gmail.com
LinkedIn
jeremygrieff.com

Certifications

- User Experience Insights - Chris Nodder
- Making sense of the CSS box model
- Design the Web: Responsive SVG Images
- JavaScript and AJAX: Integration Techniques
- JavaScript and JSON Integration Techniques
- Design the Web: SVG Rollovers with CSS
- Lighting with Flash: the Basics
- Web Motion: An overview Dustin Farrell's
- Time-Lapse Photography: Start to Finish
- Photoshop

Education

Associate of Applied Science in Computer and Information Science, Web Development Concentration

ECPI University - 2001