

JUSTIN KROUT

UI/UX Designer, Front-End Developer, Marketing Specialist, and Idea Brewer

@ info@ideasbrewin.com idea-brewer.com linkedin.com/in/idea-brewer York, PA



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

Marketing designer creating engaging digital marketing content and enhancing 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

Designer, developer, and manager of 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

Senior UI/UX Designer

MeTEOR Education

Senior UI/UX designer and front-end developer 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

Lead 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							