

# Jacob Goter

UX Designer

Seattle, WA • [jacobgoter@icloud.com](mailto:jacobgoter@icloud.com) • 253.304.1275 • [jacobgoterdesign.com](http://jacobgoterdesign.com) • [linkedin.com/in/jacob-goter-bbb774276](https://linkedin.com/in/jacob-goter-bbb774276)

---

UX Designer passionate about crafting intuitive, human-centered digital experiences. Skilled across the full design process — from user research and usability testing to wireframing, prototyping, and high-fidelity design in Figma. Experience spans freelance projects, personal work, and an externship. Currently open to internship and full-time UX opportunities.

## EXPERIENCE

---

### Product Management Extern

April 2026 – June 2026

*BeReal — Remote*

- Designed and prototyped new app features to support BeReal's growth objectives using industry-standard tools.
- Facilitated focus groups and structured surveys to evaluate prototype usability and potential impact, synthesizing feedback into actionable design recommendations.
- Developed and delivered a professional proposal deck integrating research insights, competitive benchmarking, user testing outcomes, and a go-to-market rollout plan.

### UX Designer

May 2024 – Present

*Freelance - Seattle, WA*

- Led end-to-end UX redesign of a cocktail bar's website, from research and wireframing through prototyping and high-fidelity mockups.
- Conducted competitive analysis and journey mapping to identify friction points and inform a restructured site optimized for menu browsing and event discovery.
- Built a responsive Figma design system with reusable components tailored to the brand's identity.
- Delivered a refined digital experience reflecting the venue's atmosphere and driving foot traffic.

## EDUCATION

---

### BS, User Experience Design

June 2024 – Present

*Arizona State University — Online*

- GPA: 3.8 | Dean's List: Fall 2025, Spring 2025
- Relevant Courses: User Experience Design, Human Systems Engineering, Usability & Accessibility, Interaction Design, Research Methods & Statistics, Information Architecture

### AAS, Digital Design

September 2022 – June 2024

*Pierce College — Lakewood, WA*

- Dean's List — Fall 2022, Fall 2023 | President's List — Spring 2023 | Chancellor's List — Winter 2024
- Relevant Courses: Introduction to UX Design, Advanced UX Design, Mobile UI Design
- UX/UI Design Certificate — Pierce College

## SKILLS

---

### Design

Figma, Adobe Creative Suite, Design Systems, Wireframing, Prototyping, Interaction Design, Visual Design, UI Design, UX Design

### Research

User Research, Usability Testing, A/B Testing, Competitive Analysis, User Personas, User Flows, Journey Mapping, Information Architecture

**Strategy**            Product Strategy, Data Analysis

**Development**     HTML/CSS, JavaScript (Basics)

## **C E R T I F I C A T I O N S**

---

**UX/UI Design Certificate** — Pierce College

**Lloyds Banking Group Job Simulation** — May 2026