

Jason LaRose

Senior Web Designer

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Senior Web Designer with 16+ years of design and development expertise across web, email, and brand. Experienced in Figma, Adobe Creative Suite, and front-end engineering with an ability to own projects from initial wireframe through final build. Experience maintaining design systems, collaborating with cross-functional teams, and translating complex briefs into accessible and on-brand digital work. Fluent in AI-assisted design and development workflows.

EXPERIENCE

Jackrabbit Design • Senior Web Designer • August 2009 – Present

- Lead end-to-end user-centered design and front-end development of 100+ client marketing websites, owning each project from wireframing through Figma UI design, WordPress build, and post-launch iteration.
- Build and maintain multi-client design systems in Figma, establishing component libraries, file organization, and usage documentation that improves consistency and reduces design-to-dev friction across teams.
- Design and develop mobile and desktop WCAG-compliant interfaces with a consistent focus on information architecture, visual hierarchy, and cross-device performance.
- Collaborate directly with stakeholders, developers, and marketing teams to translate briefs into clear design solutions, defining handoff standards that reduce build time and back-and-forth revision cycles.
- Provide art direction to junior designers on layout principles, visual hierarchy, and conversion-centered design, maintaining quality standards across concurrent client projects.
- Design email campaigns and reusable template systems, handling both one-off campaign execution and scalable template architecture for ongoing marketing programs.
- Integrate AI-assisted workflows into daily practice, using Cursor and Claude for front-end troubleshooting and rapid prototyping, and Midjourney for concept imagery, accelerating delivery without sacrificing craft.

Freelance • Web Designer • January 2000 – Present

- Deliver end-to-end web design and front-end development for clients across industries including financial services, nonprofit, retail, and professional services; owning client relationships, project scoping, and iterative feedback independently.
- Maintain ongoing design retainers for clients, providing continuous UX improvements, site updates, and brand consistency across digital touchpoints.

Globoforce (now WorkHuman) • Multimedia Designer • June 2007 – August 2009

- Served as sole designer for a growing SaaS HR platform (50–100 employees), owning the full visual brand across web, print, email, and internal product UI.
- Designed employee-facing product dashboards used daily inside the platform, translating complex recognition and rewards data into clear, navigable interfaces.
- Produced conversion-focused marketing pages, whitepapers and other print collateral, and email campaigns supporting lead generation and customer retention for a B2B SaaS audience.
- Established and maintained brand consistency and campaign assets across all company touchpoints as the company scaled, working directly with marketing and executive leadership.

SKILLS & TOOLS

- **Design & UX** — UI/UX Design, Design Systems, Information Architecture, Responsive Design, Wireframing, Prototyping, Visual Design, Typography, Email Design, Print Collateral, Motion & Animation
- **Front-End** — HTML, CSS, JavaScript, PHP, WordPress, Webflow, Email Development, Performance Optimization, Accessibility (WCAG), SEO
- **Tools** — Figma, Adobe Creative Cloud, Sketch, GitHub, VS Code
- **AI Workflows** — Cursor/Claude Code (*front-end development & troubleshooting*), Claude (*copywriting & ideation*), Midjourney (*concept imagery*)

PROJECTS

- [Abry Partners](#) — Full redesign and rebuild of a Boston-based private equity firm's marketing website. Solved for clearer content hierarchy and institutional credibility, creating a refined digital presence for investor relations and firm brand.
- [Father's Uplift](#) — Full site design and rebrand for a nonprofit organization supporting fathers in mental health recovery. Delivered a warm, visual identity and web presence that communicates trust and community to a vulnerable audience.
- [Kindergarten Gear Up](#) — End-to-end design and build for a nonprofit educational platform serving parents, teachers, and administrators. High-engagement visual design balancing playful accessibility with clear information architecture across multiple user audiences.
- **Globoforce** — Sole designer for a growing B2B SaaS HR platform. Owned the full visual brand across product UI, marketing web, email campaigns, and print collateral, scaling design systems and brand consistency as the company grew from startup to mid-market.

EDUCATION

- **MA in Media Studies** — Rhode Island College, 2005
- **BA in Graphic Design** — Rhode Island College, 2003

RECOGNITION

- International Graphic Arts Education Association — First Place + Best in Show
- International Stevie Award — Web Design, Writing & Content (Globoforce / WorkHuman)
- Stevie Award Finalist — Best Magazine or Newspaper Ad Campaign