

Wade Pressel

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WORK EXPERIENCE

FLIP

January 2020 – Present

Lead UI/UX Designer

Remote

- Responsible for end-to-end design across FLIP's eLearning platform, including the mobile app, content creation admin tool, and marketing assets.
- Led the redesign of the mobile app, resulting in a **20% increase in user retention** and stronger engagement.
- Developed and implemented a scalable design system using Figma to streamline handoff, reduce inconsistencies, and accelerate iteration.
- Created marketing visuals and promotional video content that drove a **22% increase in app views** and **8% lift in leads**.

GalaxE.Solutions

November 2018 – December 2019

Senior UI/UX Designer

Detroit, MI

- Served as UI/UX Subject Matter Expert, advising teams on best practices.
- Led UX and UI design for multiple web apps, contributing to design systems for consistency and scalability.
- Redesigned the company website and internal intranet, improving usability and aligning with updated brand standards.
- Collaborated in a Scrum environment with product owners, developers, and stakeholders using Sketch, InVision, and Adobe Creative Suite.

jacapps

March 2018 – October 2018

Senior UI/UX Designer

Bingham Farms, MI

- Designed consumer-facing radio, podcast, and media apps across web and native platforms (iOS and Android), owning UX from research to final UI.
- Collaborated with clients, PMs, developers, and sales teams to ensure aligned, user-centered outcomes.
- Used Sketch, Adobe Creative Suite, and InVision to prototype and deliver responsive, platform-specific designs.

Mercury Studio

May 2015 – February 2018

Senior Web & App Designer

Royal Oak, MI

- Led design for eLearning platforms, mobile apps, and client websites across industries including retail, automotive, and hospitality.
- Owned full design lifecycle: client meetings, research, wireframing, UI design, prototyping, and front-end collaboration.
- Delivered UX-focused solutions that reduced bounce rates and increased average order values for eCommerce clients.

Brand Labs

January 2011 – May 2015

Graphic Designer

Rochester, MI

- Designed eCommerce websites and email campaigns, helping clients drive online sales through effective visuals and UX.
- Collaborated with cross-functional teams and clients to deliver marketing assets and site designs.
- Established quality control standards for email design, improving consistency and reducing production errors.

EDUCATION

International Academy of Design & Technology - Detroit

September 2009

Bachelor of Fine Arts - Graphic Design

Troy, MI

- **GPA: 3.89/4.0; Magna Cum Laude**

SKILLS & INTERESTS

- **Technologies:** Adobe Creative Suite, Figma, AI, Microsoft Office, WordPress, HTML/CSS
- **Skills:** UI Design, Wireframing, Prototyping, Design Systems, UX Research, User Flows, User Testing, Web Design, iOS & Android App Design, Project Management
- **Interests:** Camping, Podcasts, Football