

Jess Kadel.

Senior Web Designer & CRO

jesskadel.com



EXPERIENCE.

Babbel

Senior Web Designer & CRO

Feb 2023 – Present, Berlin

Led the Babbel for Business rebrand, analysed and redesigned over 480 pages across 6 geos and built the web design system.

Chester Race Company

Senior Designer

Feb 2022 – Feb 2023, Chester UK

Headed the design department. Oversaw the production of assets across Chester Racecourse's 7 brands, including digital & print material.

Salience Search Marketing

Design & UX Lead

Jan 2020 – Feb 2022, Chester UK

Performed UX audits and pitched to clients. Trained junior designers. Analysed & improved UX metrics across a range of sites.

Designer & Writer

Mar 2017 – Jan 2020, Chester UK

Wireframed & designed landing pages for over 15 clients. Wrote SEO copy and led content marketing campaigns.

Content Marketing Executive

Mar 2016 – March 2017, Chester UK

Wrote content for a range of clients and optimised pages to be more SEO friendly.

EDUCATION.

Lancaster University

Bachelor in Fine Art and English Language

2012 – 2015, Lancaster UK

1st Class Honours

ABOUT ME.

British UX & web designer, creates beautiful things that drive results.

Contact

jess.k@hotmail.co.uk

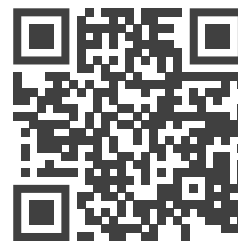
linkedin.com/in/jessicakadel

+49 (0)157 58093961

Berlin

Portfolio

jesskadel.com



Industry Knowledge

User Experience

Design Research

Competitive analysis

Information architecture

Wireframing & prototyping

Copywriting

SEO

Illustration

Animation

Tools & Tech

Figma, Google Analytics,

Hotjar, Clarity, SEMRush,

Google Search Console,

WordPress, Shopify,

Elementor, Photoshop,

Illustrator, Indesign, Adobe

XD, Adobe After Effects