

Jared Rechenberger

Peroia, IL • 5702363699 • jared@webelusive.com • linkedin.com/in/webelusive • jaredrechenberger.com

Senior UX Designer | Systems & Workflow Optimization

Senior UX Designer with 16 years of experience improving complex, compliance-driven systems across government and small business environments. Specializes in workflow optimization, usability research, and trust-focused design. Proven record of reducing friction, increasing user satisfaction, and improving operational efficiency.

WORK EXPERIENCE

IntegraVest

02/2025 - Present

Senior UX & Digital Operations Specialist • Full-time

- Led UX and workflow optimization across client-facing and internal systems in a compliance-driven tax and accounting environment.
- Restructured fragmented task flows and clarified ownership handoffs, reducing client drop-offs and improving process consistency.
- Developed structured SOPs, UX guidelines, and workflow documentation to standardize operations and reduce onboarding time.
- Conducted recurring usability audits across client portals and internal systems, implementing improvements that increased clarity and efficiency.
- Supported high-volume tax and bookkeeping operations while improving system usability and workflow reliability.

Department of Environmental Protection

02/2024 - 09/2024

UX Designer • Contractor

- Conducted user interviews and surveys to identify friction points and inconsistencies in the state permitting process.
- Synthesized qualitative data using affinity mapping to uncover workflow breakdowns and process inefficiencies.
- Developed personas, journey maps, and structured problem statements to clarify system-level issues.
- Collaborated with cross-functional teams in an Agile environment and presented research findings to stakeholders to support process improvements.

Pennsylvania Fish and Boat Commission

08/2021 - 06/2023

Senior UX Designer • Contractor

- Led the restructuring of the state licensing flow, reducing the process from 17 steps to 6 and improving overall usability.
- Improved accessibility and interface clarity across public-facing platforms, contributing to a 50% increase in user satisfaction.
- Streamlined internal design and approval workflows, resulting in a 20% reduction in project delays and 15% faster approvals.
- Designed and implemented task-focused UI improvements for licensing and reporting workflows, increasing engagement by 50% while maintaining compliance and accessibility standards.
- Provided UX mentorship to cross-functional teams to strengthen understanding of user-centered design principles.

Web Elusive

01/2008 - 03/2020

Founder & Lead UX/Product Designer • Freelancer

- Founded and led a digital design consultancy delivering UX strategy, website design, and conversion optimization for small businesses across multiple industries.
- Directed end-to-end client engagements including discovery, user research, information architecture, prototyping, and implementation.
- Increased successful project outcomes by 30% and improved average website conversions by 10% through usability-driven optimization.
- Delivered measurable growth for client partners, including 20–30% increases in traffic and customer inquiries across security and construction sectors.

EDUCATION

Bachelor's of Science Degree in Graphic Design

Full Sail University

01/2017 - 01/2020

Diploma in Web Design and Development

Northampton Community College

01/2015 - 01/2017

AWARDS & SCHOLARSHIPS

Course Director's Award

Full Sail University

VOLUNTEERING & LEADERSHIP

Maxwell Oskam Foundation Award

08/2019 - 08/2019

Logo Design

Awareness of Neuroblastoma

SKILLS

UX Research Methodologies, Usability Study, Analytics, Conversion Rate Optimization, Rapid Prototyping, Interface/Interaction Design, Cross-Functional Collaboration, Surveys, Synthesis

Tools: Figma, Adobe XD, HTML5, CSS, WordPress, Usertesting, Survey Monkey, Maze