

JEFFREY AYLING

Web Designer & Developer | [Plymouth Meeting, PA](#) | [jeffreyayling.com](#) | [jefjaln@gmail.com](#)

SUMMARY

Results-driven **Web Designer** with extensive experience developing user-facing features applying **UX best practices**. Skilled in **HTML5, CSS3, and JavaScript** to create responsive, visually engaging web experiences. Proven ability to collaborate with product owners, cross-functional teams, and stakeholders in **remote** environments.

SKILLS & EXPERTISE

- Web Development: HTML, CSS, JavaScript, jQuery, React, AJAX, AEM, Wordpress, PHP
- UX/UI Design: User Research, Wireframing, Prototyping, Interaction Design
- Design Tools: Balsamiq, Adobe XD, Figma, Photoshop, Illustrator, Premiere
- Optimization: Page Speed Optimization, Mobile-First Design, Accessibility (WCAG)
- Collaboration: Agile/Scrum, Git, cross-functional teamwork with stakeholders, back-end developers, and designers

PROFESSIONAL EXPERIENCE

Synopsys | UX/UI Designer and Developer (Remote) | *Feb 2021 – Jan 2025*

Synopsys is a global leader in software security and semiconductor design solutions.

- Promoted in January 2024 for driving UX enhancements in enterprise security applications.
- Led UX redesigns of high-traffic navigation, footer, and security dashboards, improving usability and adoption.
- Spearheaded A/B testing initiatives, increasing user engagement measured by Adobe Analytics.
- Designed and implemented responsive UI components, streamlining content updates.

J.W. Pepper | Web Designer and Developer | *Feb 2014 – June 2020*

J.W. Pepper is the largest sheet music retailer in the U.S. since 1876, providing digital and print solutions for musicians and educators through its e-commerce platform.

- Owned UX/UI strategy for key e-commerce features, including checkout flow, product pages, and mobile app design.
- Revamped main menu and footer navigation, reducing bounce rates by 15%.
- Upgraded the entire website to be fully responsive and WCAG-compliant while optimizing performance and page speed, including image optimization
- Collaborated with backend developers to implement design system consistency.

Toll Brothers Luxury Homes Inc. | Front End Web Developer | *Mar 2009 – Feb 2014*

Toll Brothers is the nation's leading builder of luxury homes.

- Promoted in March 2010 for contributing beyond responsibilities.
- Created and/or maintained 40+ websites

EDUCATION & CERTIFICATIONS

Highest Level of Education: Bachelor's Degree

Lehigh Valley College – Associate in Specialized Technology (AST)

Nielsen Norman Group – UX Certified (Interaction Design)