

Jammel Hendricks

Web Designer | HubSpot & Webflow Expert

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Jacksonville, FL, USA



Profile

Creative and detail-oriented Web Designer, HubSpot & Webflow Expert with a strong track record of designing and developing modern, responsive, and user-focused websites.

Skilled in creating clean, functional interfaces using Figma, and translating designs into fully customized digital experiences on HubSpot CMS - including websites, landing pages, and email templates. Experienced in HubL development, workflow automation, and CRM customization, ensuring seamless marketing and sales integration within HubSpot.

Passionate about combining design aesthetics with performance driven functionality to deliver impactful online experiences that drive results

Professional Experience

Station Four, Senior Web Designer

2022 – 2025 | Jacksonville, FL, USA

- Designed and developed responsive websites using Figma prototypes, ensuring seamless UX/UI alignment across desktop and mobile.
- Developed responsive, high-performance web applications using JavaScript, React.js, and Next.js, integrating RESTful and GraphQL APIs for seamless, real-time user experiences.
- Maintained Webflow sites, performed updates, and implemented UX improvements based on analytics data.
- Delivered over 30+ client projects, achieving a 95% satisfaction rate and reducing revision cycles by 40%.

PCR, HubSpot Specialist

2019 – 2022 | Jacksonville, FL, USA

- Customized HubSpot CMS templates and landing pages to boost lead conversion and optimize campaign performance.
- Set up workflows, forms, and email sequences to streamline inbound marketing strategies.
- Improved client lead generation by up to 60% through data-driven design and automation best practices.
- Collaborated with designers and content teams to streamline workflow using Webflow CMS collections and Symbols.

Ladybugz Interactive Agency, UI/UX Designer & Webflow expert

2017 – 2019 | Jacksonville, FL, USA

- Provided Figma wireframing and prototyping services for startups and SMEs across e-commerce, healthcare, and tech.
- Conducted usability testing and implemented feedback to refine designs for better engagement.
- Helped clients cut design-to-development handoff time by 30% with efficient design systems and Figma component libraries.
- Customized Webflow templates to match brand guidelines and client objectives.

Skills

JavaScript

DOM manipulation and event handling, dynamic data rendering and content toggles etc

HubSpot

Set up and configure HubSpot CRM, Marketing Hub, and Sales Hub for new or existing accounts.

Web Design

User-centered design approach, Layout & visual hierarchy, typography & color systems.

Webflow

- Responsive website design, custom Webflow components
- CMS collections & dynamic pages.

Education

University of Phoenix

2002 – 2006 | Phoenix, US