

JOEL ACEVEDO

Senior UI/UX Designer | Front-End Developer

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SUMMARY

UI/UX designer and front-end developer with 20+ years designing and building websites, enterprise applications, internal tools, and reusable interface systems for organizations including Elevance Health, Verizon, and Transamerica/AEGON. Works across design and code, turning complex business and compliance requirements into clear, responsive, accessible interfaces that can actually be built and maintained.

CORE SKILLS

UI/UX Design: Wireframing, Prototyping, Design Systems, Information Architecture, Usability Testing, Competitive Analysis, Responsive Design

Front-End Development: HTML5, CSS3, JavaScript, jQuery, PHP, Bootstrap, Tailwind, Drupal, WordPress, SQL

Accessibility & Security: WCAG 2.1, Section 508, SortSite Testing & Remediation, SNYK, Veracode

Tools: Figma, Adobe Creative Suite, Balsamiq, Git

PROFESSIONAL EXPERIENCE

Web Developer — Elevance Health (Freedom Health & Optimum HealthCare)

Tampa, FL | Apr 2021 – Present

- Led the Freedom Health homepage redesign — a 20-site competitive analysis, migration from Bootstrap 4 to Bootstrap 5, removal of jQuery UI dependencies, and a move to reusable Drupal components — cutting an estimated \$50K in agency-level effort and projected to lift site traffic 10-15% YoY.
- Designed a 4-tier layout system for Optimum HealthCare that standardized dozens of Medicare subpages onto shared, accessible components, replacing fragile page-by-page builds.
- Rebuilt sitewide search with minimum-character validation, search-term highlighting, error handling, and pagination to make results easier to use.
- Tested and remediated public-facing healthcare sites against WCAG and Section 508 accessibility requirements using SortSite.
- Run regular security scans (SNYK, Veracode) and remediate vulnerabilities across production sites.

Projects: Intranet (PHP), Freedom Health (Drupal), Optimum HealthCare (Drupal)

Recognition: 4x Impact Awards (2x Disaster Recovery, AEP Compliance, Leadership — CMS Compliance Project)

MTS III Consultant, Systems Engineering — Verizon

Temple Terrace, FL | Oct 2013 – Sep 2020

- Redesigned iLTC, Verizon's International Lead Time Calculator, from wireframes through a working Bootstrap prototype, replacing an inconsistent workflow with one aligned to Verizon Wireless UX and brand.
- Built a tool for Enterprise Service Teams that lifted response rate by 132%, earning 2018 VPS & VES Technology Kickoff Recognition.
- Designed, built, and maintained data-heavy web dashboards and desktop applications for internal enterprise teams.

Projects: iLTC, VECRM, ETMS, DMS, VAD, VASAP

Recognition: 6x Verizon Spotlight Awards (Customer Excellence, Innovation)

Senior Web UI/UX Developer — Transamerica (AEGON)

St. Petersburg, FL | Apr 2012 – Oct 2013

- Designed wireframes and production-ready interfaces for complex policy, payment, and financial advisor dashboard workflows.

- Built a reusable HTML5/CSS3 front-end framework adopted internally as the UI standard across distributed project teams.
- Provided UI/UX and front-end consulting across multiple business units nationwide.

Projects: Transamerica Marketing Site, Transamerica Financial Advisors, Trip Tracker

Recognition: 2x S.T.A.R.S. Awards

Web Manager, Marketing — Savtira Corporation

Ybor City, FL | Apr 2011 – Feb 2012

- Designed and built interactive cloud commerce experiences, including a browser-based e-book reader, JavaScript music player, and digital storefront interfaces.
- Built the Due Diligence Locker, a secure WordPress extranet providing prospective investors access to confidential documents.

EARLIER EXPERIENCE

Web UI Designer — HealthPlan Services, Tampa, FL — *authored UI design & coding standards; built a jQuery tool that flagged code issues against established standards and showed corrected code* 2009 – 2011

Web Developer — GTE Federal Credit Union, Tampa, FL — *shipped the PassPoints rewards platform* 2008 – 2009

Web UI Designer — Verizon Communications, Inc., Temple Terrace, FL 2006 – 2008

EDUCATION & RECOGNITION

B.S., Computer Science — University of Puerto Rico

2018 VPS & VES Technology Kickoff Recognition (Verizon)