



# SPENCER CADMAN

## UI/UX DESIGNER

- + [Cadman.Design](#)
- + [Linkedin.com/in/sjcadma](#)

### PROFESSIONAL EXPERIENCE

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#### DCC Marketing | UX Designer

Chicago, Illinois | January 2024 - Present

- + Lead the redesign of client websites, modernizing visual identity and improving internal usability through WordPress CMS, Gravity Forms, and HubSpot automation.
- + Apply UX thinking across campaign touchpoints—including landing pages, display ads, and social media—to create cohesive, user-centered digital experiences.
- + Develop tailored form flows and automation processes that streamlined internal operations and improved external user pathways for hiring and lead generation.
- + Conduct audience and competitor research to inform branding and content strategy for clients in finance and higher education, driving clearer user journeys and greater trust through personalization and accessibility.

#### Root3 Marketing | Front-End Developer

Chicago, Illinois | October 2022 - January 2024

- + Created scalable, high-fidelity prototypes in Figma, expanding initial designs into complete digital systems for healthcare-focused clients.
- + Collaborated closely with developers to bridge design and technical implementation, using UX research tools like SEMrush and heatmaps to improve site architecture and engagement.
- + Streamlined user flows and automated customer lifecycle processes using Gravity Forms and HubSpot, optimizing lead capture and reducing user friction.
- + Applied accessibility and SEO best practices to enhance performance and inclusivity across responsive WordPress websites.

#### Central States Marketing | Front-End Developer

Peoria, Illinois | May 2020 - October 2022

- + Developed custom WordPress themes using HTML, CSS, and JavaScript, extending limited-page design handoffs into cohesive, user-friendly websites.
- + Introduced dynamic UX patterns—carousels, accordions, and motion elements—to enhance usability and support brand storytelling across digital touchpoints.
- + Executed data-driven email campaigns and designed branded web assets, improving engagement and maintaining visual consistency across platforms.

### EDUCATION

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#### Illinois State University | B.S.

Graphic Design | May 2020

### CERTIFICATIONS

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#### Google UX Design Certificate

Coursera | Issued April 2025

Project-based training in UX research, wireframing, prototyping, and usability testing with tools like Figma.

### AWARDS

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#### AASHTO Transcomm Award

“It’s Not a Game” Campaign | 2024

Contributed to the award-winning “It’s Not a Game” campaign, named **Top Campaign of the Year** for its impact on transportation safety behavior.

### USER-DRIVEN SKILLS

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#### Strategy & Research

Information Architecture · Wireframing,  
High-Fidelity Prototyping · Interaction Design  
Persona Development · Behavioral Analysis  
Accessibility (WCAG)

#### Design Systems

Figma · Adobe Creative Cloud (Illustrator,  
InDesign, After Effects) · Motion Principles  
Responsive Layouts

#### Front-End Development

HTML · CSS · JavaScript · WordPress (Custom  
Themes & CMS) · Elementor · SEO Optimization  
Performance Tuning · Web Accessibility