Jaret Peerson

Senior Designer & Developer

[LinkedIn](#) | [Website](#) | [GitHub](#)

contact@jaretpeerson.com
(479) 252-0710
Richmond, VA

PROFESSIONAL SUMMARY

Front-end developer and designer crafting premium digital experiences, known for design-to-code thinking, pixel-perfect execution, and a deep focus on performance, accessibility, and usability. **Creator of Toggle Supply, an award-winning open-source component library recognized by CSS Design Awards as Website of the Day, built on reusable UI patterns, modern CSS techniques, and modular front-end architecture.** Dedicated mentor and early AI adopter, consistently finding new ways to increase creative leverage, automate workflows, and amplify impact.

AREAS OF EXPERTISE

- **Languages & Frameworks:** HTML, CSS, JavaScript, GSAP, Astro, Node.js
- **Design Tools:** Figma, Webflow, WordPress, Canva, Adobe CC (Photoshop, Illustrator, InDesign)
- **Dev Tools & AI:** VS Code, Git, GitHub, Claude, ChatGPT, Vercel, Bunny.net, Chrome DevTools, Lighthouse, PageSpeed Insights
- **Project Management:** Monday.com, Notion, Miro, Basecamp
- **Soft Skills:** Cross-functional Collaboration, Creative Leadership, Team Mentorship, Design Systems, Performance Optimization
- **Interests:** React (learning), Angular, Svelte, TypeScript, Tailwind, Vue, Next.js, Three.js

---

WORK EXPERIENCE

Senior Designer | Practice Promotions   **2020 – Present**

- Designed 50+ websites and executed digital campaigns for 100+ physical therapy clinics across web, email, social, and print, directly supporting their visibility, patient acquisition, and competitive posture.
- Championed website performance audits and optimizations, including image optimization, semantic HTML, SEO fundamentals, and CDN configuration to ensure fast, accessible, and discoverable web experiences, consistently achieving Lighthouse scores of 90+.
- Drove AI adoption across the team, integrating ChatGPT, Claude, Figma MCP Servers, Canva AI, Cursor, and Vercel v0 into design and development workflows, compressing timelines and raising output quality across the board.
- Redesigned the newsletter system from scratch in WordPress, then built a custom Claude project to automate production, cutting build time from 1 hour to 20 minutes and scaling output from 4 to 10 newsletters per day across 200+ clients.
- Mentored 10+ junior designers over 6 years as a member of the leadership team, using feedback to diagnose workflow inefficiencies, modernize the tech stack, pioneer new product directions, and raise the team's shipping velocity.

Graphic Designer | Prototype Advertising   **2017 – 2019**

- Applied brand systems across 60+ clients, producing web mockups, logos, editorial layouts, social content, and custom illustrations with precision and consistency.
- Built fluency in 3D modeling, photo and video production, and project management through self-directed learning, consistently expanding what I could bring to every brief.

Graphic Designer | Lynchburg Photoworks   **2016 – 2017**

- Took full ownership of the studio's first web presence, designing and launching a custom WordPress site spanning art direction, copywriting, information architecture, and plugin setup.
- Executed across design and production, delivering logos, brochures, event collateral, and social assets while running photo shoots, editing, and retouching from capture to final delivery.

PROJECTS

Toggle Supply — Component Library | [toggle.supply](#)   **2024 – Present**

A growing collection of free, modern web components. CSS-first. Framework agnostic. Performance obsessed.

- Awarded CSS Design Awards Website of the Day, earning a final judge's score of 8.06 across UI Design, UX Design, and Innovation.
- Sole founder, designer, and developer of Toggle Supply, owning every layer of the product: naming, branding, logo design, UI/UX, system architecture, component development, and documentation.
- Post-launch growth fueled by a deliberate social strategy: build breakdowns, video demos, community engagement, and new components shipping consistently, generating 14,000+ impressions and 500+ engagements on LinkedIn.

COURSES

Course		
React Simplified — WebDevSimplified *(components, hooks, lifecycle, routing, forms)*		**In Progress**
JavaScript Simplified — WebDevSimplified *(variables, functions, DOM, async/await, ES6 modules)*		**2025**
Figma UI/UX Design Essentials — Udemy *(wireframing, prototyping, components, grids, animation)*		**2024**
Webflow Layouts Level 1 & 101 — Webflow University *(Flexbox, Grid, responsive layouts)*		**2024**

EDUCATION

Liberty University, Lynchburg, VA   **2012 – 2016**

Bachelor of Science, Studio & Digital Arts – Graphic Design; Minor in Photography