

BETH ZONDERMAN

UX Specialist
with Myriad Bonus Web Skills

I am a User Experience specialist with a background of 20 years rocking various aspects of designing and building the web.

I advocate for the user while balancing organizational goals, informed by data and best practices.

I have solid coding skills but thrive in a collaborative role as the bridge between stakeholders, brand, and developers.

UI/UX

UX strategy based on business objectives, user goals, data, and love. Wireframes, site maps, prototypes, user testing, documentation. Usable design for the real world.

VISUAL COMMUNICATION

Communications strategy, graphic design, style guides, copy writing, multimedia content.

UI/UX/FRONT END DEV

HTML/CSS/JS/jQ/Sass/etc.

AND MORE!

Art directing photo shoots, making good decisions, mentoring, project management, vendor relations, print production, pattern repeats, book binding, mycology.

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RECENTLY

February 2015-November 2015 Macy's UX ARCHITECT

(Contract): UX strategy, prototypes, research, and user testing for online retailer.

May 2014-Feb 2015 TechSoup Global DESIGNER (Contract):

UI/UX for desktop and mobile websites, logos, collateral.

2013-June 2015 Sunnyside Elementary COMMUNICATIONS

DIRECTOR (Pro Bono): I developed an on- and off-line marketing and communication plan for diverse public school; oversaw a team to distribute weekly paper and electronic news packet, designed and maintained one of the best public school websites in the district, published monthly newsletter, cultivated online presence, and created promotional materials.

2012-14 Sunnyside Elementary LITERARY MAGAZINE CREATIVE

DIRECTOR (Pro Bono): I lead the team for two issues. I negotiated the budget process, collaborated with teachers to define a theme integrating classroom curriculum, lead a production team, sourced print within budget, oversaw distribution, and planned launch events.

2013 Neone UX DESIGNER & UI DEVELOPER (Contract):

I was the bridge between the industrial design firm and the back end development team for a consumer hardware/software product. I took the style guide and process docs, and filled in the granular details of interaction flows. Then I wrote the front-end code and integrated it with the database.

2013 Academic Partnerships FRONT-END DEVELOPER

(Contract): HTML, CSS, JS, jQ, and Ruby.

2012 Academic Partnerships DESIGN LEAD (Contract):

Branding, identity, and product design. Wireframes and IA. UX, UI, and visual design.

2012 Digg UI DESIGNER (Freelance):

Redesign of app UI prior to sale.

PRAISE

"Beth and I worked on omni-channel security updates for our brand. Beth always comes up with great ideas and can quickly prototype them. She truly impressed me with the energy and attention to details when it comes to research and selecting the best approach. Beth is a great team member, she is always willing to help others and can take on any project!" ~ Sr. User Experience Architect at Macy's

2007-2012 Council on Aging Silicon Valley INFORMATION

DESIGNER (Freelance): Information design system for very complex annual Medicare guide.

2009-12 Academy of Art University WEB DESIGNER/ DEVELOPER/CONTENT PRODUCER

- Developed and managed websites supporting the online degree program.
- Initiated a quarterly special feature to showcase the program.
- Identified areas of need of messaging and devised features to address needs.
- Full life cycle of multimedia features' creation: identified profile subjects, conducted interviews, arranged photo shoots, oversaw video editing and transcription, wrote articles, designed and built interactive presentations.
- Designed interfaces and icons for AAU's sophisticated online learning platform.
- Established a content-vetting process spanning 20 departments.

PREVIOUSLY

4i Ltd., London, UK, *Senior interactive designer*

Red Snapper, London, *Web designer and template programmer*

Freelance print and web designer, London

Terminal Bar Multimedia, Prague, Czech Republic, *Design lead*

Schneider Advertising, Prague, *Designer and production lead*

Mimetic Design, Prague, *Designer and production artist*

Tabula Rasa Press, Seattle, WA, *Bookbinder*

EDUCATION

Design Leadership, Cooper, Scheduled Nov 2015

Front-End Web Dev Intensive, AcademyX, SF, Nov 2014-Jan 2015

Bachelor of Art, Concentration in Fine Art, Brandeis University, MA

"Beth is outstanding. She does it all—and with a smart, gorgeous aesthetic. Plus, she's just great to work with: witty and warm. I'd hire her in a second." ~ Managing Editor, Via Magazine