

Betty Zonderman, Senior Product Designer

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CURRENTLY

SENIOR PRODUCT DESIGNER Hotwire May 2016-present

- Advocate for great customer service in e-commerce
- Design omnichannel customer experience
- Make check out flow goof-proof
- Help transactional emails stay helpful
- Keep database marketing email relevant

PREVIOUSLY

UX ARCHITECT Macy's February 2015-November 2015

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

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

Studied user behavior and analytics to create new check-out flows and emails, UI for desktop and mobile websites

UX DESIGNER & UI DEVELOPER Lunar/Neone (Contract) 2013

I was the bridge between the industrial design firm and the back end development team for a consumer hardware/software product.

DESIGN LEAD Academic Partnerships (Contract) 2012

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

FRONT-END DEVELOPER Academic Partnerships 2013

HTML, CSS, JS, jQuery, and Ruby.

DISTANT PAST

UI Designer, Digg

Design Lead & Content Strategist, Academy of Art University

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

Web designer and template programmer, Red Snapper, London

Freelance print and web designer, London

Principal, Terminal Bar Multimedia, Prague, Czech Republic

Designer and production lead, Schneider Advertising, Prague

Designer and production artist, Mimetic Design, Prague

Bookbinder, Tabula Rasa Press, Seattle, WA

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