

Beth Culp

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Summary

UX/UI Product Designer with a B.A. in Fine Arts, trained at George Washington University's UX/UI bootcamp. Driven, creative professional passionate about designing and improving user interfaces using modern design techniques and approaches. Led design on a large nonprofit's main subscription application. Created and maintained design and front-end code for over 20 responsive websites on Wordpress custom platform. A proactive and committed contributor with a holistic mindset to create effective design processes and actively collaborate with clients and stakeholders to create user-friendly products.

Technical Skills

UX/UI: UI Design, UX Design, Accessible Design, Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture, Branding, Graphic Design

Applications: XD, Figma, Illustrator, Photoshop, Invision, Wordpress, JIRA, EZPublish

Languages: HTML5, CSS3, SCSS, JQuery, Bootstrap, Git, Agile Methodology

Projects

U.S. Department of the Interior Redesign — *UX Researcher and Designer*

[Case Study \(Google Slides\)](#) | [Desktop Prototype](#) | [Mobile Prototype](#)

Assessment of the current DOI.org website, including information architecture, design heuristics, and navigation. Goal was to create a revised information architecture and navigation, and to better showcase the organization's multiple focus areas on the homepage.

Skills | Technologies used: User Research (Guerrilla Testing, 5 second testing), Heuristic evaluation, Card Sorting, User Experience Design (UX + UI), Wireframing, Prototyping, Interaction Design, Style Guide, Figma

Investing in Native Communities — *UX/UI Designer and Front-End Developer*

<https://nativephilanthropy.candid.org/>

Responsive data portal for Native Americans in Philanthropy to showcase history, resources, news, and philanthropic funding for the Native American Community in the United States. Goal was to create an intuitively organized large-scale website with branding representing authentic Native culture.

Skills | Technologies used: User Experience Design (UX + UI), Wireframing, Prototyping, Interaction Design, Style Guide, Adobe Illustrator, Adobe Photoshop, InVision, HTML, SCSS, Wordpress, PHP, JQuery

Foundation Directory Online — Lead Designer

<https://fconline.foundationcenter.org/>

Subscription prospecting application used by over 9,000 subscribers and organizations, provides the most revenue to nonprofit. Goal was to refresh user experience and apply organizational-wide branding to the UI, while also addressing pain points found in user research by re-imagining the underperforming features of the application.

Skills | Technologies used: User Research (Interviews, Data Analysis), User Experience Design (UX + UI), User Flows, Prototyping, Usability Testing, Interaction Design, Information Architecture, InVision, Adobe XD, Project Management, JIRA

Experience

UX Designer/Front-end Developer Candid

2014 – 2021
New York City, NY

- Led UX and UI design on rebranding of highest-earning revenue application with over 9,000 subscribers, Foundation Directory Online, including serving as project manager
- Created and maintained UX/UI design and front-end development for over 20 responsive websites on Wordpress custom platform, including collaboration with over 15 different external and internal clients and stakeholders
- Led front-end development on active training resources hub with over 373,000 subscribers, Candid Learning
- Built and iterated branded component library in Adobe XD, used by internal team of 5 designers as well as multiple external consultants
- Coordinated accessibility audits of current applications and websites and continually suggested improvements to active accessibility issues

Lead Designer Sperling Interactive

2010 – 2014
Danvers, MA

- Primary UX/UI designer and developer for more than 30 unique client websites on Wordpress platform
- Created complex website functionality with PHP and MySQL, including contest application system for Topsfield Fair
- Customized online e-commerce systems
- Created and iterated on branding, graphic design, and marketing materials for clients.
- Quickly learned and adapted to niche website content management systems

Education

Certificate in UX/UI Design: George Washington University, Washington DC

Bachelor of Arts in Fine Arts: Union College, Schenectady, NY

Phi Beta Kappa, Magna Cum Laude, Dean's List 2007, 2008, 2009, 2010, Charles Alexander Richmond Prize in Fine Arts