

BETH HAYMOND

SUMMARY

UX/UI designer with a marketing background, dedicated to creating user-focused solutions.

EXPERIENCE

UX/UI Design Apprentice / Bloc.io

April 2018 - February 2019

- Completed 500+ hours project-based online bootcamp.
- Learned the fundamentals of UX design under the mentorship of an industry UX professional.
- Conducted user testing and research.
- Created brand identities and strategies.
- Designed clickable prototypes using Invision.

Senior Account Manager / Get Found First

January 2015 - Present

- Communicate with 15 clients about their Google Ads account, develop strategies, and review monthly reports.
- Onboarded 132 clients within a six-month period. Continue to oversee the growth of these accounts which have a total ad spend of \$100,000 per month.
- Supervise five employees by delegating projects, providing bi-monthly trainings, and reviewing their clients's Google Ads accounts.
- Coordinate with clients, designer, and dev team on creating and redesigning websites.

EDUCATION

Bloc.io - (2019): User Experience Design Program

Brigham Young University (2012): Bachelor of Arts in English and Minor in Communication

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SKILLS

UX Design Process

Visual Design

UX/UI Design

User Research & Testing

Competitive Analysis

Brand Strategy & Identity

Information Architecture

Personas & User Stories

Prototyping & Mockups

Usability Testing

Tools

Adobe Creative Suite

Figma

Invision

Usability Hub

GitHub

Web Development

HTML

CSS

JavaScript

Marketing

Google Ads Certified

SEO

Account Management