

# BETH HAYMOND

## SUMMARY

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

## PROJECTS

### UX/UI Design Apprentice / Bloc.io

*April 2018 - February 2019*

#### WRITINGCLOUD - [View Prototype](#)

WritingCloud is a cloud prototype for professional and aspiring authors that automatically backs up their writing and associated research.

- Utilized UsabilityHub, surveys, and Invision to conduct user testing.
- Developed design in Figma and Illustrator.

## EXPERIENCE

### Senior Account Manager / Get Found First

*January 2015 - Present*

- Communicate with 15 clients about their Google Ads account, develop strategies, and 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, designers, and developers on creating and redesigning websites.
- Optimize Google Ads accounts weekly to meet monthly strategy goals.

## EDUCATION

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

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

✉ haymondbeth@gmail.com

in <https://www.linkedin.com/in/beth-haymond>

📞 208.789.8614

## 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