

WEB BARR

User Experience Designer | Content Strategist | Producer | Storyteller

webbarr@gmail.com
@WebBarr
webbarr.com
859-492-1930

EXPERIENCE

Walker and Company Brands & Bevel, UX/UI Designer

January 2015 - July 2015

User Experience Designer

Conducted company-wide UX research to improve overall Bevel customer experience & implemented A/B tests to test those hypotheses. Also, performed CSS audits to standardized styles on both gebevel.com & Bevel Code.

User Interface Designer

Designed Bevel & Bevel Code email newsletter templates, designed "Testimonials" page and updated Bevel Code with new typography and spacing.

Content Producer for "Bevel Code," Bevel's men's styling and grooming magazine

Revivn, Design Consultant

Fall 2014

Design consultant for Revivn, a 500 Startups portfolio company during their Fall 2014 Accelerator program in San Francisco, CA.

National Geographic magazine, Web Designer | Digital Producer | Content Curator

2008 - June 2014

User Experience Designer | Prototyper 2013 - June 2014

As part of a small team tasked with experimenting with new ways to tell stories online at National Geographic. I designed, prototyped and built article layouts, interactives, photo gallery treatments; as well as, produced unique site experiences like "The Serengeti Lion."

Content Producer for National Geographic magazine 2008 - June 2014

Produced monthly features, photo galleries and interactives on NGM.com. This included designing and developing unique story-focused interactive features, graphics, and maps.

"Your Shot" Photo Community Editor | Producer 2008 - 2012

Edited and produced daily photo galleries, puzzles, special projects and wallpaper for the "Your Shot" photo community.

NGM.com Home Page Editor 2008 - 2014

Map of the Day Researcher | Producer 2008

Researched and produced the "Map of the Day" online, which surfaced historical and relevant maps that corresponded to each day of the year. I also negotiated rights agreements with each map copyright holder.

NatGeo FOUND Tumblr, Creator | Project Lead | Curator

February 2013 - June 2014

After pitching the concept, I led the design and development process for FOUND, the official National Geographic Tumblr, which resurfaces older photos from National Geographic's archives that have never been published for an audience of over 500,000 followers.

ACTIVITIES

Designlab, UX Design Mentor

September 2014 - Present

I mentor students as they complete the Designlab design courses by providing one-on-one feedback and guidance.

Millennial Trains Project, Disrupting College Search

Summer 2013

As part of the inaugural Millennial Trains Project, a transcontinental train journey that empowered a small group of millennials to work on a project of their choice for tackling major challenges facing the country, I focused on identifying new ways to fix the broken college selection process. My research was to form the basis for potentially building a product that would make the college search process more transparent.

EDUCATION

The University of the South

2003 - 2007

B.A., Political Science with a concentration in international politics

SKILLS

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|------------------|--|
| Web Design | Sketch |
| UX Design | Photoshop |
| Content Strategy | MailChimp |
| Storytelling | Wordpress |
| Mobile Design | CMS's |
| Mobile Strategy | (Experience iw/ Wordpress, Django, Tumblr, and more) |
| HTML | Optimizely |
| CSS | Google Analytics |
| SASS | jQuery |
| SEO/SMO | (Experience implementing JS libraries, writing jQuery, etc...) |
| A/B Testing | Photo Editing |

AWARDS

Creative Review 2014: Best in Book—The Serengeti Lion 2014
Webby Award Winner: People's Voice Best Use in Photography—NatGeo Found Tumblr 2014
Webby Award Winner: Best Use of Video or Motion Images—The Serengeti Lion 2014
Society for News Design (SND) Silver Medal: Use of Multimedia—The Serengeti Lion 2014
Webby Awards Winner: People's Voice Best Online Magazine 2012, 2011, 2010
Digital ASME award for Magazine of the Year, Digital Media 2010, 2009