

# ZENA ROSE SCHULMAN

## UX/UI DESIGNER

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## EXPERIENCE

### THE UNPACK

UX/UI Consultant: Visual Storytelling

June 2016—Present | New York, NY

- Designing a deep scroll webpage to illustrate unPack's services

### BUFFER

UX/UI Consultant: Optimized Landing Page

June—July 2016 | New York, NY

- Conducted market and user research, consisting of a comparative analysis, user survey, and user interviews
- Synthesized research findings by utilizing affinity maps, user personas and scenarios, pain points, and a problem statement
- Designed a Twitter landing page with paper prototyping, mid-fidelity usability testing, high-fidelity wireframing

### LADDER DIGITAL

Freelance UI Designer

May—June 2016 | New York, NY

- Illustrated over 200 growth marketing tactics for an internal database, a SaaS product, and a public resource

### MEDIAMATH | NEW MARKETING INSTITUTE

UX/UI Designer & Product Manager

March—April 2016 | New York, NY

- Built a platform for the NMI team to share and organize research
- Developed infographics based on research findings for use in client pitches, internal training, and educational curricula

### KONVEAU

UX/UI Consultant: iOS App

March—April 2016

- Contributed to a robust InVision branding board
- Recommended new features to optimize user engagement

### INSTITUTE FOR JEWISH SPIRITUALITY

Communications and Publications Manager

April 2013—December 2015 | New York, NY

- Strengthened web presence: editing and writing HTML; creating social media content; executing e-mail marketing strategy
- Crafted promotional and fundraising materials for print and web
- Edited, designed, and formatted *Good Noticing*, a published book of essays written by 100 constituents and donors

## EDUCATION

### STARTUP INSTITUTE

Track: Web Design

Focus: UX/UI Design

Feb—April 2016 | New York, NY

#### Coursework:

User research and testing

User flows • Mockups

Wireframing • Prototyping

HTML5 • CSS3 • JavaScript

Responsive design

### TULANE UNIVERSITY

BSM in Marketing

Dec 2012 | New Orleans, LA

GPA: 3.55

Secondary Major: Jewish Studies

Minor: Management

Cum Laude • Dean's List

Presidential Scholarship

Tulane University Cheerleading

## SKILLS & TOOLS

**Code:** HTML5 • CSS3 • JavaScript

**Design:** Sketch • invision • gliffy  
inDesign • Photoshop • Illustrator

**Web Platforms:** WordPress •

Squarespace

**etc:** Google Analytics • MailChimp

Constant Contact • DonorPerfect

RegOnline • Wikispaces

## COMMUNITY

Liberated Movement

Community Manager

NYC Muslim Jewish

Solidarity Committee

Founding Board Member

Bushwick for Bernie

Volunteer