

# ZOE REM

Product Designer

## Contact

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## Summary

Product Manager with UX Design experience and copywriting background. Transforming ideas into realities, with detailed and user-centric critical thinking. Strong attention to detail and proven ability to create on-brand messaging through copy, imagery, interface and the complete user experience.

## Skills

- User-Focused Writing
- User-Centric Research and Analysis
- Communication
- Content Strategy
- Attention to Detail
- Time Management
- Agile Methodologies
- Wireframing and Prototyping
- User Research and Testing

## Software

- Figma, XD, Sketch, InVision
- HTML, CSS, JavaScript
- WordPress, Webflow, etc
- G Suite, Keynote
- Adobe Suite

## Education

- UC Berkeley Extension  
UX/UI Certificate, 2020
- St Mary's College of CA  
B.A., 2007

## Projects

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### Family Support Center Site Redesign | [zoerem.com/pages/fsc.html](http://zoerem.com/pages/fsc.html)

- Complete site design and development: Spring 2020
- Developed multiple iterations to discover customer's preference
- In addition to creating site architecture, design and interface, edited all copy and directed focus of content.

### USARC Site Redesign | [zoerem.com/pages/usarc.html](http://zoerem.com/pages/usarc.html)

- Complete site redesign: February 2020
- Designed and developed a site to replace the company's outdated static site
- Presented recommended imagery to project manager for approval, and edited and formatted all copy

## Related Experience

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### Freelance Web Designer | 2019-present

- Designed and developed [www.harrietparsonskoach.com](http://www.harrietparsonskoach.com), working directly with client through multiple iterations to match their wants and needs with those of their customers.
- Site refresh for [www.kineticellectricsf.com](http://www.kineticellectricsf.com), implementing typography, copy, and imagery changes for consistency.

### Strategic Milestones | [www.strategicmilestones.com](http://www.strategicmilestones.com) | 2009-present *Web Designer, Copyeditor/writer and Project Assistant*

- Full site redesign, modernizing static 15 year old site and refreshing content to reflect new business goals
- User research transcription, analysis, and affinity mapping
- Editing, layout and formatting of all materials, instructions and procedures for Strategic Gameplay, a service providing custom game boards to teach behavior and process in a corporate setting

### TechGator | [www.techgator.com](http://www.techgator.com) | 2016-2017 *Web Designer*

- Edited site for consistency in typography and grammar
- Remapped architecture of site for usability
- Updated product listings with pricing and promotions