ZOE REM
Product Designer

Contact
415-846-8663
zoerem@gmail.com
www.zoerem.com
www.linkedin.com/in/zoerem

Summary
Bay Area UX Researcher and Interaction Designer with 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, jQuery, Bootsrap
- Github, WordPress, Webflow
- G Suite, Keynote, Jira

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

Projects

Family Support Center Site Redesign | zoerem.com/pages/fsc.html
- Role: Product Manager and Designer | Tools: Figma, Trello
- Full responsive redesign of www.fscss.org, reducing # of clicks to donate from 3 to 1, and increasing ease of use of site by 12% and trustworthiness by 14%.

VoteReady Mobile App | zoerem.com/pages/vote.html
- Role: Content Strategy, UX Architect, Front-End Developer
- Tools: Figma, VS Code, Github, G-suite, Trello
- Designed a mobile app to engage and empower voters, creating features unseen amongst competition.
- Developed the design system for our prototype.

Related Experience

Freelance UX Designer | 2019-present
- Full site redesign of www.strategicmilestones.com, modernizing consulting firm's site, refreshing content to reflect their new business goals and reducing nav options by 17%.
- Designed and developed www.harrietparsonscoach.com, marrying client's desires with customer needs through multiple iterations, competitor analysis and user testing.

el barrio| www.elbarriobar.com | 2017-2019
General Manager
- Created and marketed a series of events that increased sales by 18% on event days.
- Managed event marketing: design, copy, and Instagram account, increasing following and event attendance.

TechGator | www.techgator.com | 2016-2017
Web Designer
- Remapped architecture of site for usability, reducing clicks for main action items by 30%.