

ZOE REM

Product Manager

Bay Area designer with passion for interaction and accessibility standards. Copywriting background and UX/UI certificate from UC Berkeley. User-centric thinking always comes first, with a strong attention to detail and proven ability to create products adhering to systems, with data behind all decisions.

Skills

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

Software

- Figma, XD, Sketch, InVision
- HTML, CSS, Bootstrap
- Github, WordPress, Webflow
- G Suite, Keynote, Jira

Education

- UC Berkeley Extension UX/UI Bootcamp | 2020
- St Mary's College of CA Bachelor of Arts | 2007

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Recent Projects

VoteReady Mobile App | Oct 2020

zoerem.com/pages/vote.html | UX Designer

- Mobile app design engaging and empower voters, and creating features unseen amongst competition.
- Developed design system for first level prototype.

Family Support Center Site Redesign | Aug 2020

www.zoerem.com/work/fsc | Product Designer

- Click reduction to donate from 3 to 1.
- Increase in trustworthiness by 14%.

Related Experience

UX Designer | 2019-present

- **Pacific Life Insurance** | Contract: Jan 2021-present

Designed new features for customer facing dashboard, building on existing design system with foresight for future expansion. Main action item click reduction of 33%.

- **The Body Collective** | Ongoing: 2020-present

Shipped mobile app redesign: UI overhaul & IA reorganization. Lead on research and analysis, UX focused copy and adhering to accessibility standards. Reduction in top level menu items by 47%.

- **Strategic Milestones** | Contract: Spring 2020

Complete redesign and development of consulting firm's site: lead on content strategy, architecture, and visual design. Resulted in 17% reduction in navigation options.

General Manager | 2017-2019 www.elbarriobar.com

Created and marketed a series of events that increased sales by 18% on event days.

Web Designer | TechGator | 2016-2017

Reduced main action clicks by 33%.