ZOE REM

Product Designer

Contact

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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

- 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

- 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- Designed and developed a site to replace the company's outdated static site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

Freelance Web Designer | 2019-present

- Full site redesign of www.strategicmilestones.com, modernizing static 15 year old site and refreshing content to reflect their new business goals.
- Designed and developed www.harrietparsonscoach.com, working directly with client through multiple iterations to match their wants and needs with those of their customers.
- Site refresh for www.kineticelectricsf.com, implementing typography, copy, and imagery changes for consistency.

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%.