

# ZOE REM

## Product Designer

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

[www.linkedin.com/in/zoerem](http://www.linkedin.com/in/zoerem)  
[www.zoerem.com](http://www.zoerem.com)

[zoerem@gmail.com](mailto:zoerem@gmail.com)  
415.846.8663

## Recent Projects

---

### VoteReady Mobile App | Oct 2020

[zoerem.com/pages/vote.html](http://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](http://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  
Shipped 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](http://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%.