

# 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, Bootstrap
- 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

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

- Role: Product Manager and Designer | Tools: Figma, Trello
- Full responsive redesign of [www.fscss.org](http://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](http://zoerem.com/pages/vote.html)

- Role: Content Strategy, UX Architect, Front-End Developer
- Tools: Figma, VS Code, Github, G-suite, Trello
- Researched and designed a mobile app to engage and empower voters, developing new features, unseen amongst competition, and iterating four times within two weeks.

## Related Experience

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### Freelance Web Designer | 2019-present

- Full site redesign of [www.strategicmilestones.com](http://www.strategicmilestones.com), modernizing static 15 year old site and refreshing content to reflect their new business goals.
- 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.kineticelectricsf.com](http://www.kineticelectricsf.com), implementing typography, copy, and imagery changes for consistency.

### el barrio | [www.elbarriobar.com](http://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](http://www.techgator.com) | 2016-2017

*Web Designer*

- Remapped architecture of site for usability, reducing clicks for main action items by 30%.