

# 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

[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

#### Family Support Center site redesign | Aug 2020

[www.zoerem.com/work/fsc](http://www.zoerem.com/work/fsc) | Product Designer

Full responsive redesign of [fscss.org](http://fscss.org)

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

#### VoteReady Mobile App | Oct 2020

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

UX Designer, Front-End Developer

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

### Related Experience

#### UX Designer | 2019-present

[www.zoerem.com/pages/webdev.html](http://www.zoerem.com/pages/webdev.html)

##### • Pacific Life Insurance | Contract: Jan-Feb 2021

Designing new features for customer facing dashboard update, building on existing design system and making additions where necessary with foresight for the future expansion of the system.

##### • 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.