Beth Hart

UX Designer & Web Designer
631.848.2975 | Mbeth217@yahoo.com | Amityville, NY
Portfolio: www.mehart.com | www.linkedin.com/in/hartbeth/

Expert level in Illustrator, Photoshop, InDesign, & Balsamiq. Current with
HTML5, CSS, Bootstrap, and Responsive Web Design. Experience with Axure & OmniGraffle.
Writing/editing background with attention to detail.

EMPLOYMENT

UX DESIGNER / WEB GRAPHIC DESIGNER
Freelance (December 2014–present) / Massapequa, NY
- Research and Analysis, User Scenarios, User Flows
- Wireframing, Prototyping, Prototype Testing/Analyzing
- Designing & building websites

WEB DESIGNER / UX DESIGNER / MARKETING
Nicolock (March 2008–November 2014) / Lindenhurst, NY
- Website planning including creating user flows, information architecture,
  wireframes, prototype testing, analyzing, writing copy, collecting photos,
  and communicating with developer.
- Designed & built websites, including www.centurybuilding.com
- Email marketing, designed & coded pieces using Mailchimp & Constant Contact
- Updated all portions of the Nicolock site www.nicolock.com
- Conference planning and online registration
- Created landing pages & tracked results
- Created banner ads
- Designed printed pieces including ads, mailings, fliers, & POS materials
- Photography, planned and implemented photo shoots. Worked with models
- Wrote radio & video scripts. Coordinated with productions companies

GRAPHIC DESIGNER / MARKETING
Emmaus Road Publishing (1996–2007) / Steubenville, OH
- Designed and built conference website
- Book design, designed & laid out book covers & inside pages
- Magazine design, designed cover and inside pages for monthly magazine
- Worked with authors
- Bought ad space and placed ads in publications and online
- Manager for graphic designers

GRAPHIC DESIGNER / MARKETING
Franciscan University Distance Education (1995–'96) / Steubenville, OH
- Package design, designed packaging for correspondence courses
- Designed ads, brochures, inserts, & flyers. Wrote copy
- Recorded and edited audio courses

GRAPHIC DESIGNER
Light & Life Foundation & Coming Home Network (1993–'95) / Steubenville, OH
- Designed newsletter & solicited, chose, & edited articles for newsletter

GRAPHIC DESIGNER / ARTIST
Pragma Corporation (1991–'93) / Falls Church, VA
International Development Consulting Firm
- Designed a software package of flags & maps of the world
- Designed proposal covers, posters, logos, business cards, & brochures

EDUCATION

UX Design Fundamentals | Noble Desktop, NYC
UX Design Research Methods | Noble Desktop, NYC
Email Marketing Class | Noble Desktop (2008)
Web Design Classes | Lynda.com (2008-'09)
Web Design Class | Jefferson Community College, Steubenville, OH (2007)
BA in Graphic Design (Cum Laude) | Marymount University, Arlington, VA (1993)

COMPUTER EXPERIENCE

Dreamweaver, Bootstrap, Illustrator, InDesign, Photoshop, Balsamique, Axure, OmniGraffle,
HTML5, CSS, jQuery, Responsive Web Design, Quark, Acrobat, Excel, Word, Fireworks,
and Power Point. Joomla, WordPress, Mailchimp, Constant Contact, TicketLeap, & Wufoo.
Some experience with Flash.

References upon request.