

# Bethany Walker

UX Designer

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## Relevant Experience

### UX Designer

Freelance

Jun 2023 – present

- Design user-friendly websites, implementing intuitive navigation, clear calls-to-action, responsive design, and compelling UX copy.
- Create custom logos and visual identities, conducting thorough brainstorming sessions to capture the companies' brand essence and values.
- Conduct client consultations and user research to understand the target audience and project requirements, informing design decisions and ensuring alignment with client objectives.
- Utilize design tools such as Figma to create wireframes, mockups, and prototypes, iterating on design concepts based on client feedback and usability testing.

### Adult Education Instructor

McLennan Community College

Sep 2020 – present

- Design and deliver user-centered curriculum for adult learners, applying principles of instructional design and adult learning theory to accommodate diverse learning styles and abilities.
- Adapt lesson plans dynamically to address varying proficiency levels, employing creative problem-solving techniques to ensure optimal learning outcomes and student satisfaction.
- Integrate technology tools and resources strategically to enrich learning experiences, leveraging multimedia presentations, online learning platforms, and interactive simulations to engage learners effectively and promote active participation.
- Collaborate closely with colleagues and stakeholders to ensure alignment of program activities with learning objectives, fostering a cohesive and supportive learning community, and implementing best practices informed by research and feedback.

### English Language Assistant

Fundación CEU / Xunta de Galicia

Oct 2021 – May 2023

- Designed and delivered interactive English language lessons in Spain for diverse student groups, fostering cross-cultural communication and understanding.
- Utilized multimedia resources and technology tools to enhance learning experiences, incorporating visual and interactive elements.
- Collaborated with other teachers to develop and implement engaging lesson activities, promoting teamwork and interdisciplinary approaches.

### Video Production Assistant

Baylor University

Aug 2017 – Jan 2019

- Played a pivotal role in live broadcast productions for Baylor Athletics, including operating cameras, directing broadcasts, and managing video replays in a high-pressure, fast-paced environment.
- Collaborated with a team of video production professionals to execute dynamic and engaging broadcasts, emphasizing teamwork and effective communication.
- Utilized video editing software (Adobe Premiere Pro) to create compelling content, applying principles of visual storytelling and graphic design to enhance viewer engagement and user experience.

## Education

### UX/UI Design Certification

Designlab, March 2024

- 480+ hours of UX/UI design coursework, 100+ exercises to improve and iterate on, and 4 portfolio projects. Learned and did hands-on practice with all stages of the design process.

### Bachelor of Arts, Linguistics and Communication Specialist

Baylor University, Class of 2019

Concentration: Film and Digital Media

Cum Laude

## Skills

**Technology:** Figma, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Microsoft Office Suite, Google Suite, Notion, Maze, Optimal Workshop, ChatGPT, Gemini

**Hard Skills:** User research, user interviews, ideation, information architecture, interaction design, mobile design, web design, responsive design, wireframing, UI design, brand design, prototyping, usability testing, Spanish (conversational), Russian (elementary)

**Soft Skills:** Communication, collaboration, critical thinking, creative thinking, problem solving, attention to detail, organization