

Bethany Walker

UX Designer

walkerbethanyrose@gmail.com | bethany-walker.com | linkedin.com/in/bethany-walker

Experience

Apprentice UX Writer, Contract

Jul 2024 – Sep 2024

Philly Truce

- Improve the clarity and consistency of a youth violence prevention platform to enhance the mobile app MVP.
- Write clear and engaging copy that matches the organization's brand voice and messaging.
- Create user-friendly conversational flows for a chatbot that allows users to anonymously report community incidents.
- Collaborate effectively with cross-functional teams, including project management, product strategy, research, design, and development in an agile environment.

UX Designer

Jun 2023 – present

Freelance

- 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

Sep 2020 – present

McLennan Community College

- Design and deliver ESL 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.

English Language Assistant

Oct 2021 – May 2023

Fundación CEU / Xunta de Galicia

- 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.

Education

Generative AI for Educators Certification

Google, April 2024

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

Skills

Technology: Figma, Adobe Creative Suite, Google Workspace, Microsoft Office Suite, Notion, Trello, Maze, Optimal Workshop, Generative AI

Hard Skills: User Research, User Interviews, Ideation, Information Architecture, Interaction Design, Mobile 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, Adaptability, Organization