

Beth Culp

Arlington, VA 22202 - Looking for Remote Positions

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LinkedIn: <https://www.linkedin.com/in/bethculp> | Portfolio: <https://bethculp.com/>

Summary

UX/UI Designer with 10 years of experience designing responsive web portals and effectively collaborating with stakeholders, users, and developers. Led design on large nonprofit's SaaS application, while actively building and maintaining org-wide design system. Created and maintained design and front-end code for over 20 responsive websites on Wordpress custom platform. A proactive and committed contributor with a holistic mindset to create effective design processes and actively communicate with clients and stakeholders to create user-friendly products. Driven, creative professional passionate about improving user interfaces using modern design techniques and approaches.

Technical Skills

UX/UI: UI Design, UX Design, Accessible Design, Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Information Architecture, Branding, Graphic Design

Applications: XD, Figma, Illustrator, Photoshop, Invision, Wordpress, JIRA, EZPublish

Languages: HTML5, CSS3, SCSS, PHP, JQuery, Bootstrap, Git, Agile Methodology

Projects

Foundation Directory Online — *Lead Designer*

<https://fconline.foundationcenter.org/>

Led redesign of subscription prospecting application used by over 9,000 subscribers and organizations. Applied new organizational-wide branding to the UI while creating design system. Addressed known pain points by designing and testing alternative user flows.

Skills | Technologies used: User Research (Interviews, Data Analysis), User Experience Design (UX + UI), User Flows, Prototyping, Usability Testing, Interaction Design, Information Architecture, InVision, Adobe XD, Project Management, JIRA

Investing in Native Communities — *Lead Designer and Front-End Developer*

<https://nativephilanthropy.candid.org/> | Case Study: <https://bethculp.com/native-communities/>

Designed and coded responsive large-scale website. Worked closely with stakeholders to create information architecture and user flows. Sensitive subject matter required extra attention to branding. Included interactive timeline and many content integrations.

Skills | Technologies used: User Experience Design (UX + UI), Wireframing, Prototyping, Interaction Design, Style Guide, Adobe Illustrator, Adobe Photoshop, InVision, HTML, SCSS, Wordpress, PHP, JQuery

Refresh Culture — *Lead UX Designer/Project Manager*

<https://bethculp.com/refresh-culture/>

Led UX Design and project management for team of 5 creating interactive mobile prototype. Conducted interviews with stakeholders and users, and completed competitor analysis. Lead designer of mobile prototype on Figma, creating reusable components and interactions.

Skills | Technologies used: User Research (Interviews, Competitor Analysis), User Experience Design (UX + UI), Wireframing, Prototyping, Usability Testing, Figma, Bootstrap

Experience

**UX Designer/Front-end Developer
Candid**

2014 – 2021
New York City, NY

- Led UX and UI design on rebranding of highest-earning revenue application with over 9,000 subscribers, Foundation Directory Online, including serving as project manager
- Created and maintained UX/UI design and front-end development for over 20 responsive websites on Wordpress custom platform, including collaboration with over 15 different external and internal clients and stakeholders
- Led front-end development on active training resources hub with over 373,000 subscribers, Candid Learning
- Built and iterated branded component library in Adobe XD, built on Material-UI, used by internal team of 5 designers as well as multiple external consultants
- Coordinated accessibility audits of current applications and websites and continually suggested improvements to active accessibility issues

**Lead Designer
Sperling Interactive**

2010 – 2014
Danvers, MA

- Primary UX/UI designer and developer for more than 30 unique client websites on Wordpress platform
- Created complex website functionality with PHP and MySQL, including contest application system for Topsfield Fair
- Customized online e-commerce systems
- Created and iterated on branding, graphic design, and marketing materials for clients.
- Quickly learned and adapted to niche website content management systems

Education

Certificate in UX/UI Design: George Washington University, Washington DC

Bachelor of Arts in Fine Arts: Union College, Schenectady, NY

Phi Beta Kappa, Magna Cum Laude, Dean's List 2007, 2008, 2009, 2010, Charles Alexander Richmond Prize in Fine Arts