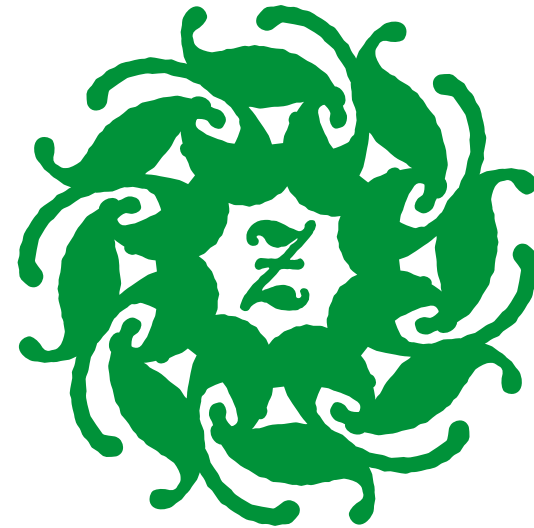*If it's not "user-centered,"
it's not design.*

BETH ZONDERMAN
UX SPECIALIST
Working at the intersection of brand & UX

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415.786.2879
www.bethzonderman.com
www.linkedin.com/in/bethzonderman

BETH ZONDERMAN
UX Specialist
with Myriad Bonus Web Skills

I am a User Experience specialist with a background of 20 years rocking various aspects of designing and building the web.

I advocate for the user while balancing organizational goals, informed by data and best practices.

I have solid coding skills but thrive in a collaborative role as the bridge between stakeholders, brand, and developers.

UI/UX
UX strategy based on business objectives, user goals, data, and love. Wireframes, site maps, prototypes, user testing, documentation. Usable design for the real world.

VISUAL COMMUNICATION
Communications strategy, graphic design, style guides, copy writing, multimedia content.

UI/UX/FRONT END DEV
HTML/CSS/JS/jQ/Sass/etc.

AND MORE!
Art directing photo shoots, making good decisions, mentoring, project management, vendor relations, print production, pattern repeats, book binding, mycology.

RECENTLY

February 2015-November 2015 Macy's UX ARCHITECT (Contract): UX strategy, prototypes, research, and user testing for online retailer.

May 2014-Feb 2015 TechSoup Global DESIGNER (Contract): UI/UX for desktop and mobile websites, logos, collateral.

2013-June 2015 Sunnyside Elementary COMMUNICATIONS DIRECTOR (Pro Bono): I developed an on- and off-line marketing and communication plan for diverse public school; oversaw a team to distribute weekly paper and electronic news packet, designed and maintained one of the best public school websites in the district, published monthly newsletter, cultivated online presence, and created promotional materials.

2012-14 Sunnyside Elementary LITERARY MAGAZINE CREATIVE DIRECTOR (Pro Bono): I lead the team for two issues. I negotiated the budget process, collaborated with teachers to define a theme integrating classroom curriculum, lead a production team, sourced print within budget, oversaw distribution, and planned launch events.

2013 Neone UX DESIGNER & UI DEVELOPER (Contract): I was the bridge between the industrial design firm and the back end development team for a consumer hardware/software product. I took the style guide and process docs, and filled in the granular details of interaction flows. Then I wrote the front-end code and integrated it with the database.

2013 Academic Partnerships FRONT-END DEVELOPER (Contract): HTML, CSS, JS, jQ, and Ruby.

2012 Academic Partnerships DESIGN LEAD (Contract): Branding, identity, and product design. Wireframes and IA. UX, UI, and visual design.

2012 Digg UI DESIGNER (Freelance): Redesign of app UI prior to sale.

PRAISE

"Beth and I worked on omni-channel security updates for our brand. Beth always comes up with great ideas and can quickly prototype them. She truly impressed me with the energy and attention to details when it comes to research and selecting the best approach. Beth is a great team member, she is always willing to help others and can take on any project!" ~ Sr. User Experience Architect at Macy's

2007-2012 Council on Aging Silicon Valley INFORMATION DESIGNER (Freelance): Information design system for very complex annual Medicare guide.

2009-12 Academy of Art University WEB DESIGNER/ DEVELOPER/CONTENT PRODUCER
- Developed and managed websites supporting the online degree program.
- Initiated a quarterly special feature to showcase the program.
- Identified areas of need of messaging and devised features to address needs.
- Full life cycle of multimedia features' creation: identified profile subjects, conducted interviews, arranged photo shoots, oversaw video editing and transcription, wrote articles, designed and built interactive presentations.
- Designed interfaces and icons for AAU's sophisticated online learning platform.
- Established a content-vetting process spanning 20 departments.

PREVIOUSLY
4i Ltd., London, UK, *Senior interactive designer*
Red Snapper, London, *Web designer and template programmer*
Freelance print and web designer, London
Terminal Bar Multimedia, Prague, Czech Republic, *Design lead*
Schneider Advertising, Prague, *Designer and production lead*
Mimetic Design, Prague, *Designer and production artist*
Tabula Rasa Press, Seattle, WA, *Bookbinder*

EDUCATION
Design Leadership, Cooper, Scheduled Nov 2015
Front-End Web Dev Intensive, AcademyX, SF, Nov 2014-Jan 2015
Bachelor of Art, Concentration in Fine Art, Brandeis University, MA

"Beth is outstanding. She does it all—and with a smart, gorgeous aesthetic. Plus, she's just great to work with: witty and warm. I'd hire her in a second." ~ Managing Editor, Via Magazine

TOOLS

Tool	Rating
OmniGraffle	■■■□
Balsamiq	■■■■
Axure	■■■□
Whiteboard markers	■■■■
Powerpoint	■■□□
Keynote	■■□□
Sketch	■■□□
Fireworks	■■■■
InDesign	■■■■
Photoshop	■■■□
Illustrator	■■■□
Flash	■■□□
HTML5/CSS3/SASS	■■■□
Sublime Text	■■□□
BBedit	■■■■
JavaScript, jQuery	■■□□
AngularJS	■□□□
Ruby	■■□□
Unix	■■□□
Git	■■□□

ONLINE CUSTOMER EXPERIENCE
The Future of Operational Messaging

Macy's.com

Operational messaging had been neglected for several years. I developed a strategic plan modernize messaging to focus on the customer while serving long-term business goals.

I conducted extensive research into ecommerce trends and retail UX best practices, studied analytics and customer user tests, and vetted organization-wide customer communications.

Then I submitted a proposal and evangelized to product managers and other stakeholders and parts are currently being executed.

What are we doing now?

What are the goals?

How are we performing, according to analytics, conversions, and user testing?

How is success measured?

How do we compare to the industry?

What is viable and feasible?

What's the road map?

What are the risks and roadblocks?

What does UX recommend?

Fixes, 4 Paradigm Shifts, & Other UX Opportunities

1. Every interaction represents our brand.
2. There is no "online."
3. Don't wait for the trigger; be the trigger.
4. Tear down the wall.

Get to customers earlier in their journey, before they get to the website/store.

Be the trigger: Get into the customer's mindspace **before** she has a need and starts choosing where to shop.

Do it by offering what she needs, not marketing what we want her to buy.
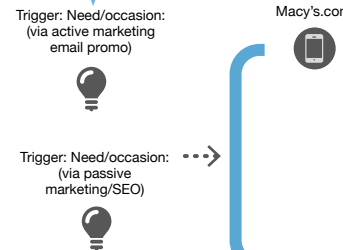
Example: Customer's first online purchase

UX ARCHITECTURE

ECOMMERCE
Optimized Search Experience

Macy's.com
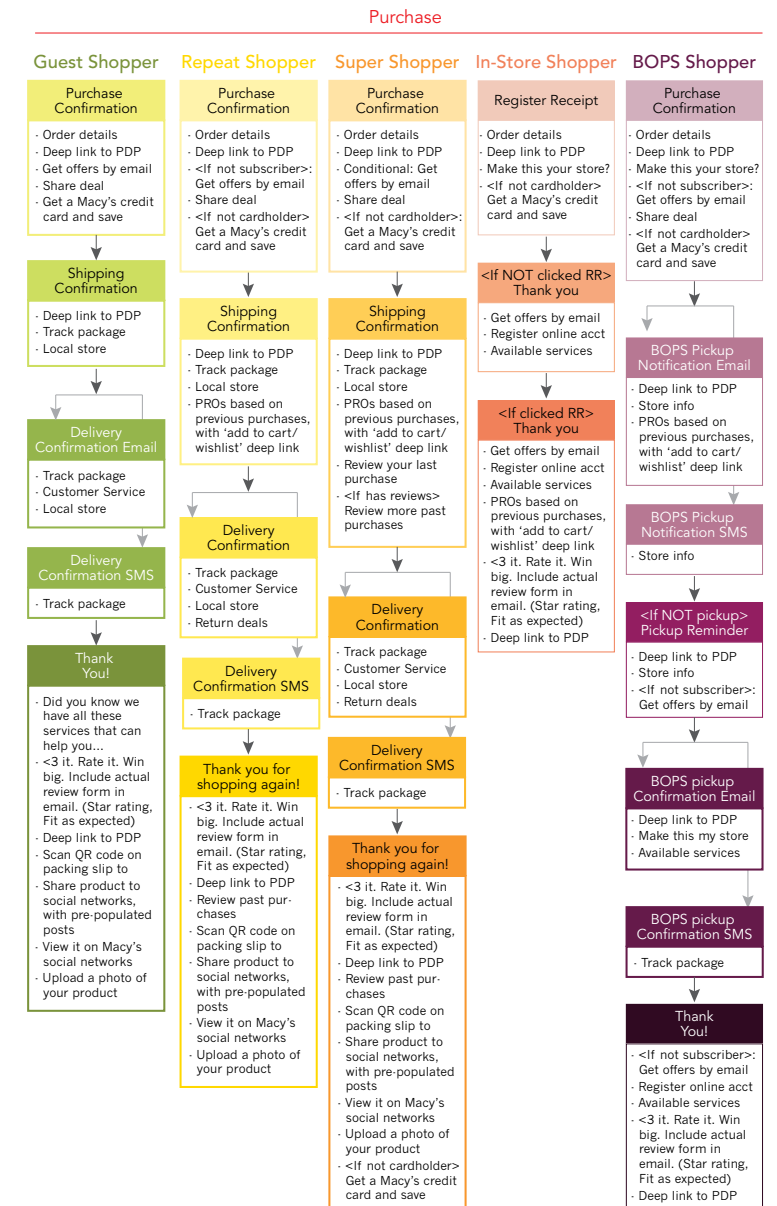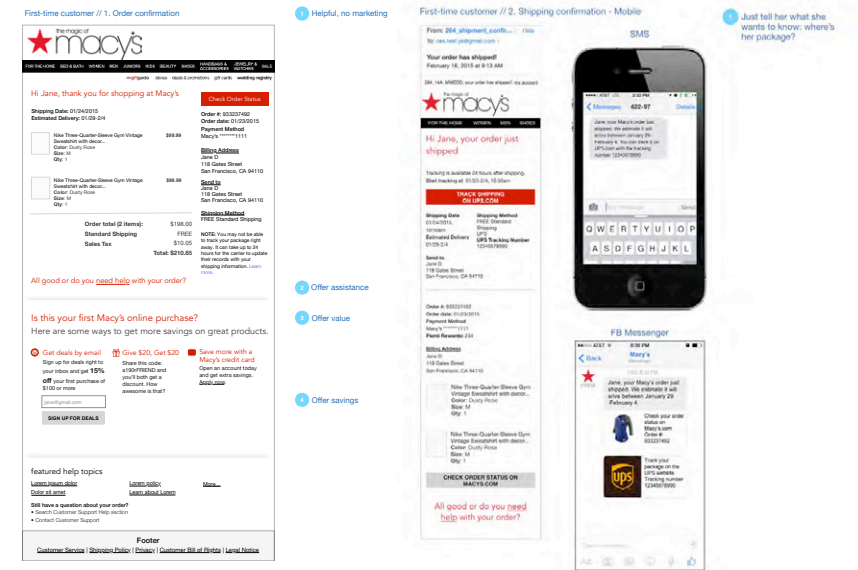
Challenge: Improve search experience and conversion rate by giving fewer but more relevant results.
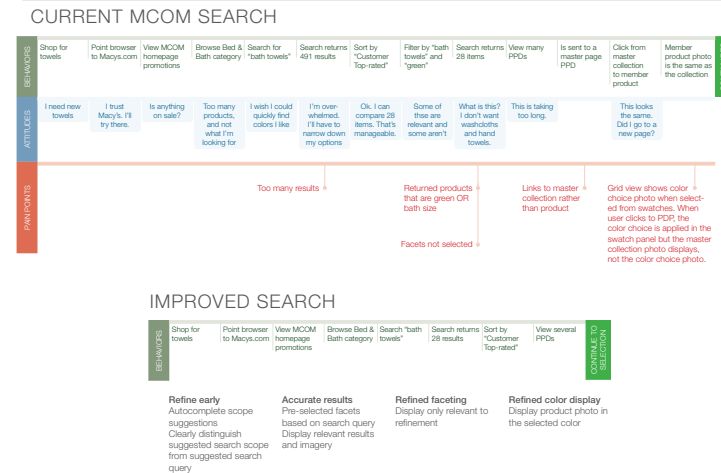
Recommended solution:

1. Guide the merchandising department in a review of process and IA to find ways to improve the quality of data at the source.

2. Work with dev to improve search mechanics and faceting to provide higher quality results.

3. Collaborate with UI engineers for better usability with predictive search, and enhanced UI tools.

Outcome: Proposal was well-received by stakeholders and is currently under review.
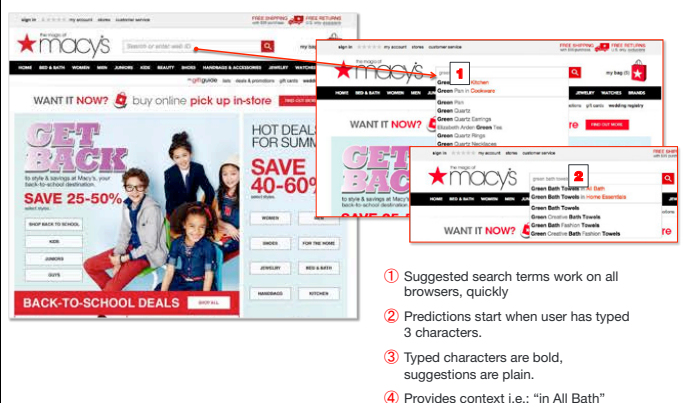
Contents

Journey Map

CURRENT MCOM SEARCH

IMPROVED SEARCH

Refine early
Autocomplete scope suggestions
Clearly distinguish suggested search scope from suggested search query

Accurate results
Pre-selected facets based on search query
Display relevant results and imagery

Refined faceting
Display only relevant to refinement

Refined color display
Display product photo in the selected color
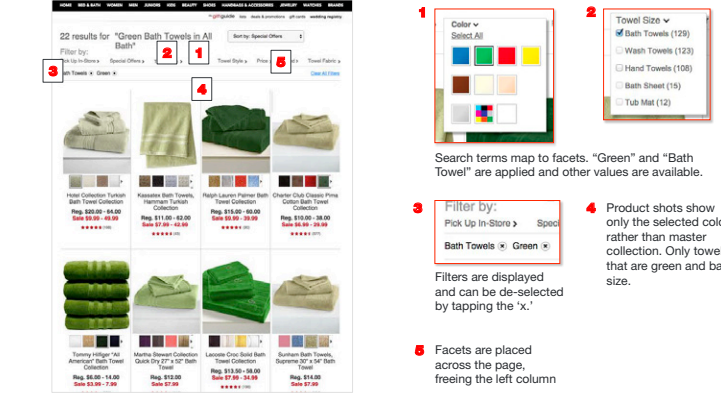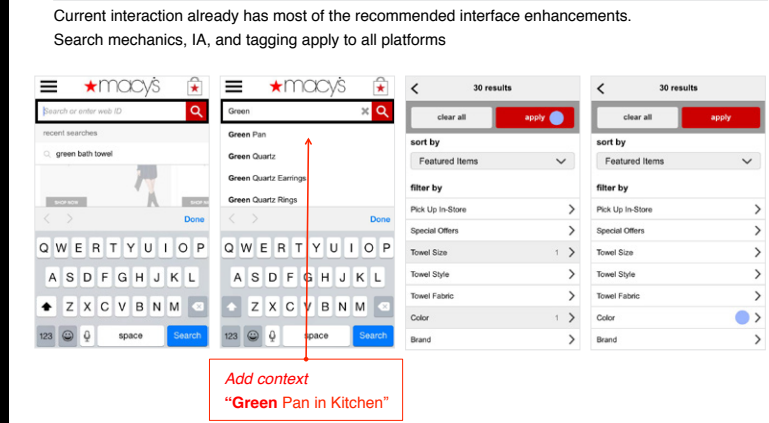
Opportunity

- Customers are more likely to purchase when presented with a smaller set of relevant results.*

- Users are abandoning searches because they're overwhelmed and stuck in analysis paralysis.

- Reducing the cognitive load of too many results will result in more decisions to purchase.

*See research on "decision fatigue," http://www.nytimes.com/2011/08/21/magazine/do-you-suffer-from-decision-fatigue.html?pagewanted=all&_r=0

Optimized "Unicorn" Search

① Suggested search terms work on all browsers, quickly
② Predictions start when user has typed 3 characters.
③ Typed characters are bold, suggestions are plain.
④ Provides context i.e.: "in All Bath"

Optimized "Unicorn" Search

Search terms map to facets. "Green" and "Bath Towel" are applied and other values are available.

Filters are displayed and can be de-selected by tapping the 'x.'

Product shots show only the selected color rather than master collection. Only towels that are green and bath size.

Facets are placed across the page, freeing the left column

Mobile Mockup Screens

Current interaction already has most of the recommended interface enhancements.
Search mechanics, IA, and tagging apply to all platforms

Add context
"Green Pan in Kitchen"

User Study: Responses

Easy to select query from drop-down suggestions

"Like Amazon! I just start typing and I can even pick the department. I like that a lot."   [Current MCOM search]

More relevant results

"Exactly the results you want!"

"This is a more exact search."

Easy to refine results by removing filters or changing facets

"I loved this search. It gave you ideas. It made it very easy to change your mind. It made it very easy to get specific – very useful!"

"I would use search more, make sure I don't have to do extra work, refining it works a lot better."

"Gave me choices, things I might not necessarily know to look for. And I can sort easily for hand towels and color."

"More options than I would have thought to look for - Macy's has it down to a science!"

UX ARCHITECTURE

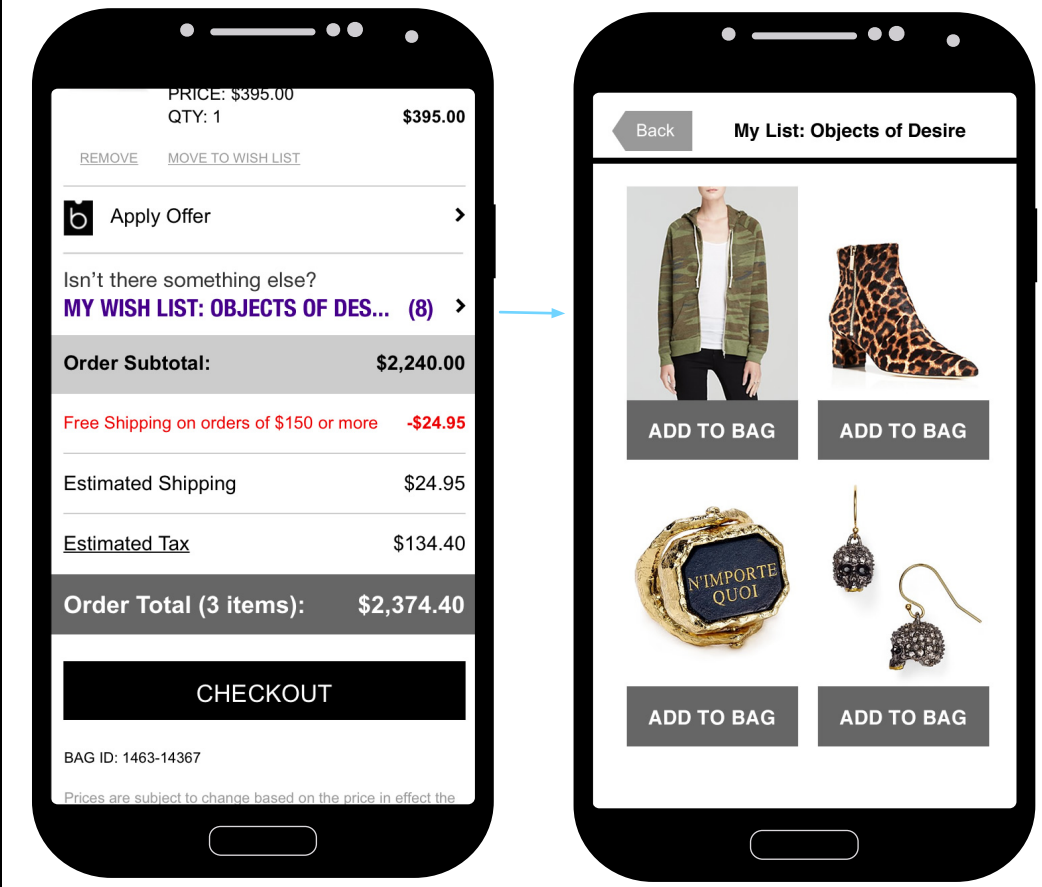## ONLINE CUSTOMER EXPERIENCE
*Product Recommendations in Bag*

Bloomingdale's.com

Challenge: Encourage customers to add more items, without derailing the check out process.

Solution: Add unobtrusive scrolling panel for desktop and collapsing drawer for mobile, while maximizing size of product images.

Outcome: Proposal was well-received by stakeholders and is currently under review.

BETH ZONDERMAN: UX Specialist
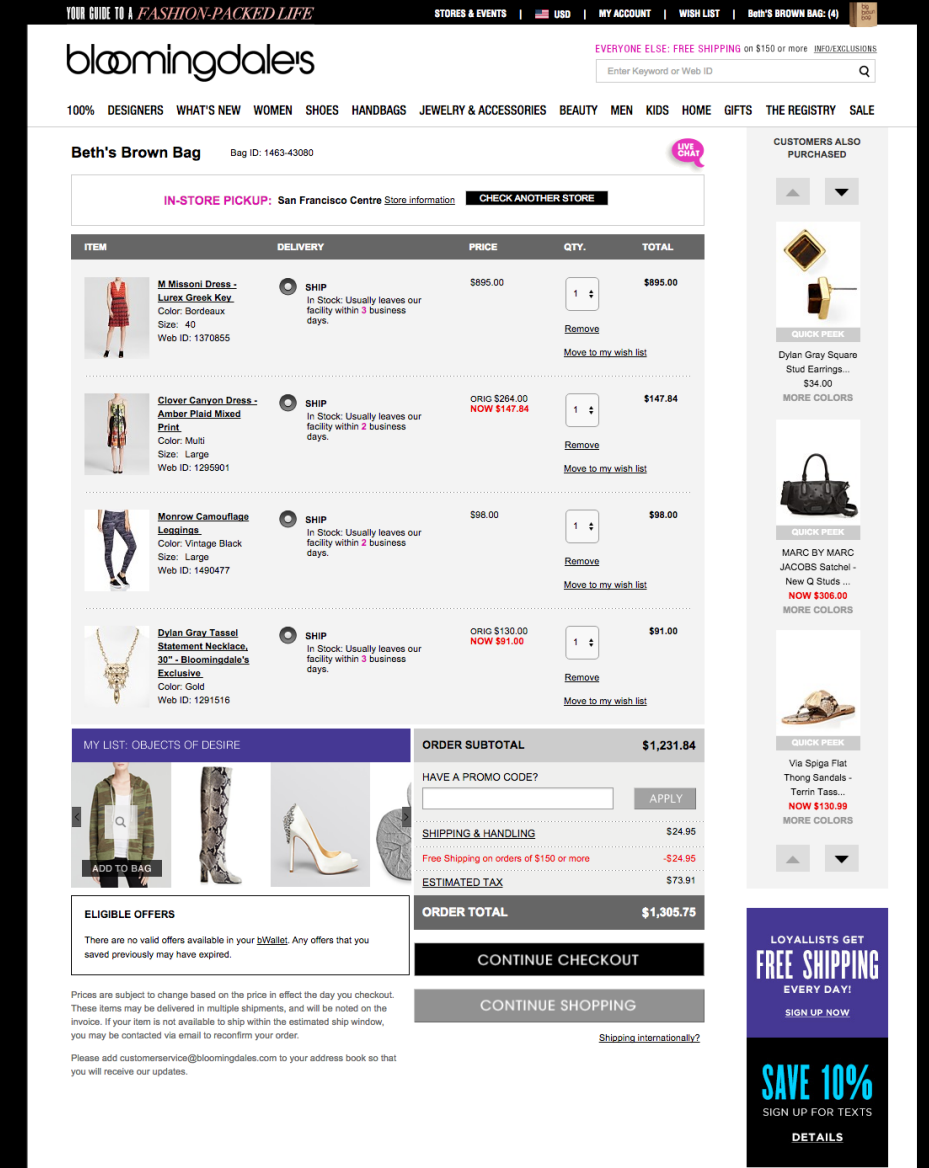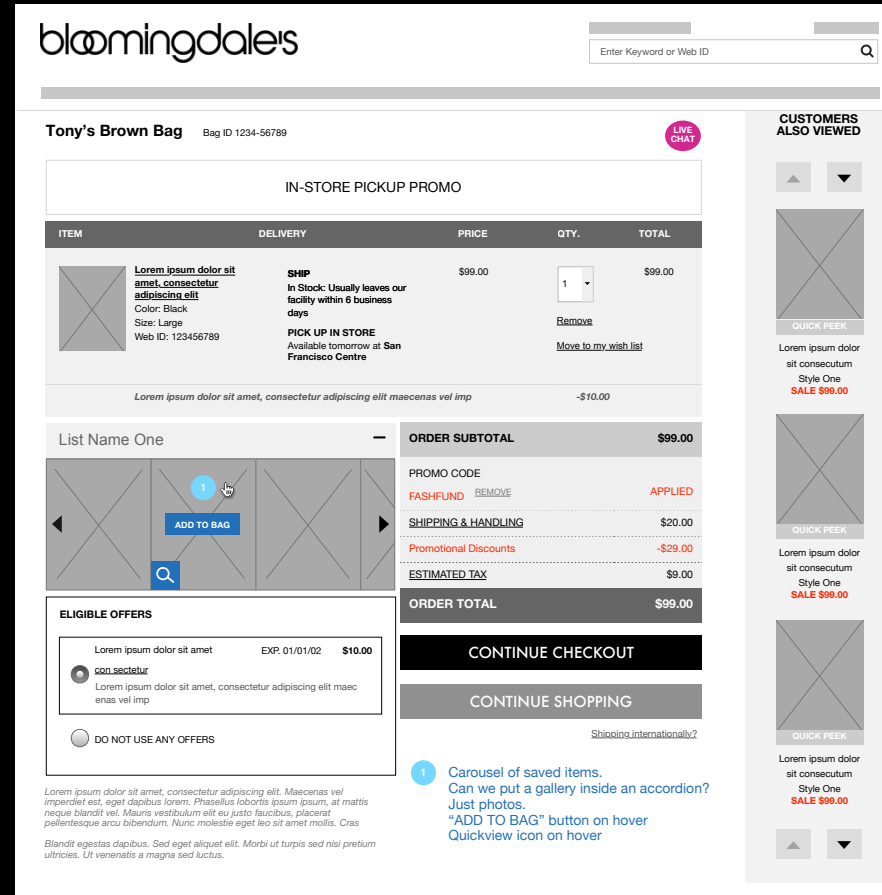
CUSTOMER EXPERIENCE
Product Catalog Redesign

TechSoup Global

TechSoup (formerly CompuMentor) is a 30-year-old global non-profit that helps organizations access technology and technology companies donate their products.
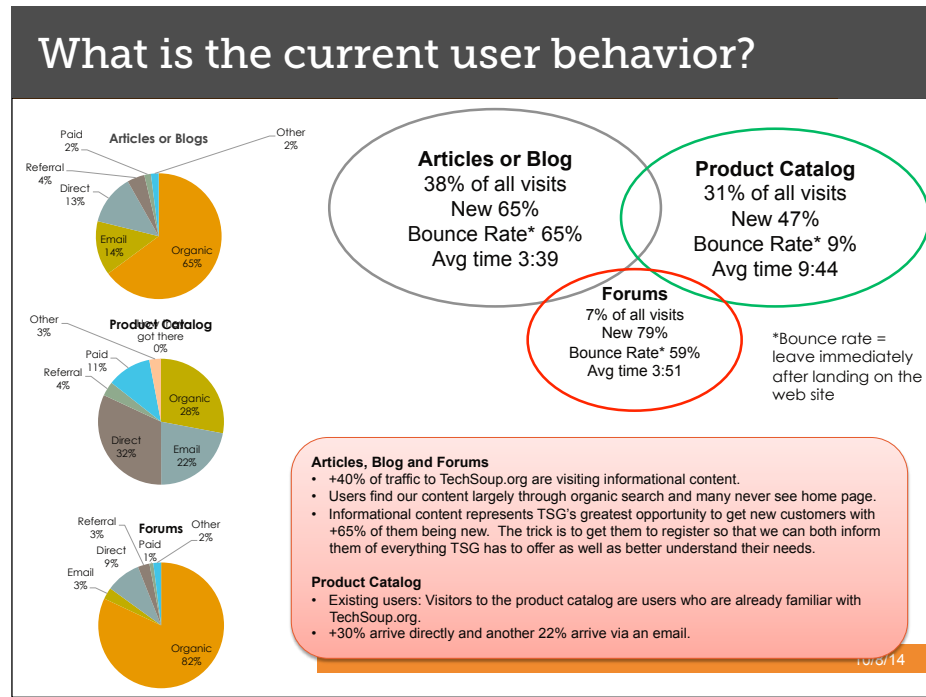
The newly formed IxD team worked to modernizeTechSoup's many web properties and advocate for users in this under-resourced organization.

Challenges

- Product catalog software was implemented with no consideration of UX. It was confusing and un-intuitive. Completed transactions had declined over the past 8 months.
- How to improve user satisfaction and increase purchases?
- Balance designer aspirations, user needs, and developer resources.

Solution (Currently in development)

- Seek input from Director of Analytics for statistics on how visitors are using the site.
- Simplify navigation based on findings.
- Design team to propose UX changes to catalog flow. Make flow user-centric rather than developer-centric.

What is the current user behavior?

Articles or Blog
38% of all visits
New 65%
Bounce Rate* 65%
Avg time 3:39

Product Catalog
31% of all visits
New 47%
Bounce Rate* 9%
Avg time 9:44

Forums
7% of all visits
New 79%
Bounce Rate* 59%
Avg time 3:51

*Bounce rate = leave immediately after landing on the web site

Articles, Blog and Forums
- +40% of traffic to TechSoup.org are visiting informational content.
- Users find our content largely through organic search and many never see home page.
- Informational content represents TSG's greatest opportunity to get new customers with +65% of them being new. The trick is to get them to register so that we can both inform them of everything TSG has to offer as well as better understand their needs.

Product Catalog
- Existing users: Visitors to the product catalog are users who are already familiar with TechSoup.org.
- +30% arrive directly and another 22% arrive via an email.

Pie chart labels: Paid 2%, Referral 4%, Direct 13%, Email 14%, Organic 65%, Other 2% (Articles or Blogs)
Pie chart labels: Other 3%, Paid 0%, Referral 4%, Direct 32%, Email 22%, Organic 28%, Paid 11% (Product Catalog got there)
Pie chart labels: Referral 3%, Other 2%, Paid 1%, Direct 9%, Email 3%, Organic 82% (Forums)

10 of 14

Do more users come in to find a specific product or with a general need and don't know what product to get?

IxD

They have a particular product in mind. 55% of traffic goes directly to donor or product pages. Also the most popular internal search terms are donors and products.
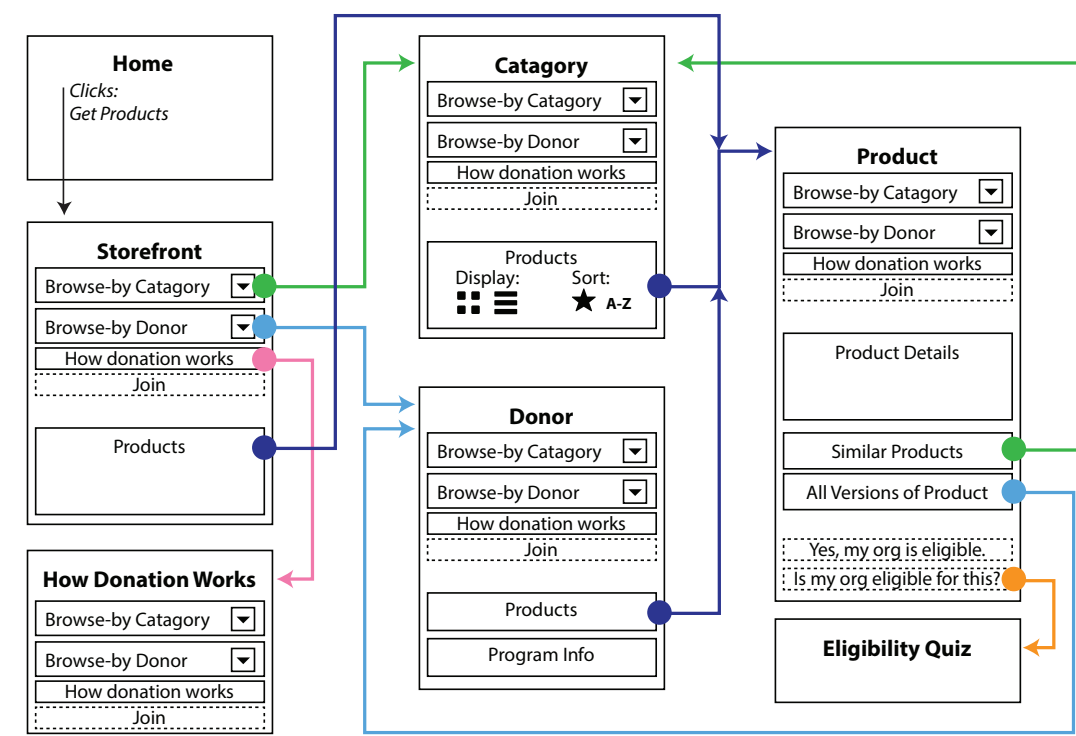
ANALYTICS

Do users read donor program information?

IxD

Yes. On average, every user clicks on a 2 or more tabs on the donor pages. Users who visit the donor pages spend twice as long on the site as users who did not visit donor pages. //11 minutes vs. 5 minutes

ANALYTICS

How can we make it easier?

Home
Clicks:
Get Products

Storefront
- Browse-by Category
- Browse-by Donor
- How donation works
- Join
- Products

How Donation Works
- Browse-by Category
- Browse-by Donor
- How donation works
- Join

Catagory
- Browse-by Catagory
- Browse-by Donor
- How donation works
- Join

Products
Display: Sort:
★ A-Z

Donor
- Browse-by Catagory
- Browse-by Donor
- How donation works
- Join
- Products
- Program Info

Product
- Browse-by Catagory
- Browse-by Donor
- How donation works
- Join

Product Details

Similar Products

All Versions of Product

Yes, my org is eligible.
Is my org eligible for this?

Eligibility Quiz

Streamline Navigation to Catalog

Assumptions about user behavior:
- Users know what product they want, and want to navigate directly there.
- Some new visitors come, find the product they want, and then register.
- Users find the product they want and **do** read some product-related content (volume licensing, product guides, program info).
- Of existing users, visitors to the product catalog are users who are already familiar with TechSoup.org. 22% arrive via an email.
- +40% of traffic to TechSoup.org are visiting informational content and find our content largely through organic search. These many never see home page.

TS.org Goals for User Engagement:
- Orgs purchase more products.
- Users click from catalog and read MORE content.
- Get new visitors to register.
- User finds products they know they need quickly.
- Editorial content informs users about products they didn't know they needed. User purchases these products. (Reads articles, then views products, then purchases.)
- User reads program and eligibility info but is not overwhelmed or distracted by it.

Use Cases:
- User knows what product they want. They want to quickly find it.
- User knows manufacturer/donor. Wants to find the correct product. Goes to Donor page. (28%)
- User knows name of product but not donor. Uses search.
- User searches. (16% for all searches – industry standard)
- User has a need (ie: accounting software). Goes to Solutions page. (18%)
- User reads editorial content about a solution, then purchases the solution.
- Unregistered user finds product, easily takes eligibility quiz and determines that their *type of org is eligible for that specific product,* is motivated to register.


MOBILE APP
Talking Stick

Independent

Talking Stick is a native JavaScript app to promote balanced conversations. So that neither party can dominate, Talking Stick balances the amount of time each participant speaks. The app offers two modes –for balanced time or unmoderated.

I lead the team in refining the interaction and user flow, collaborated in the coding and version control.

- Interaction, user flow
- HMTL/CSS/JS/jQ
- Git version control and collaboration
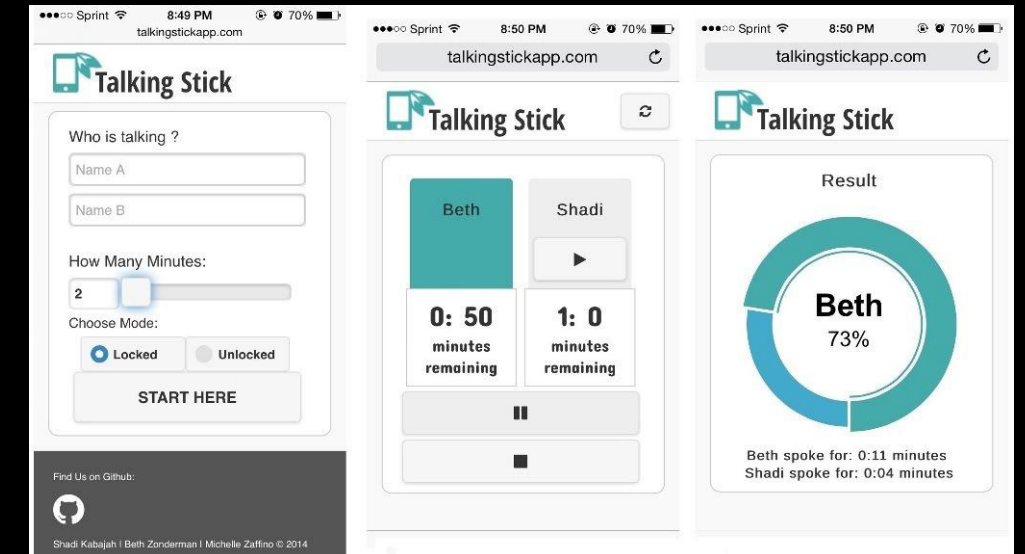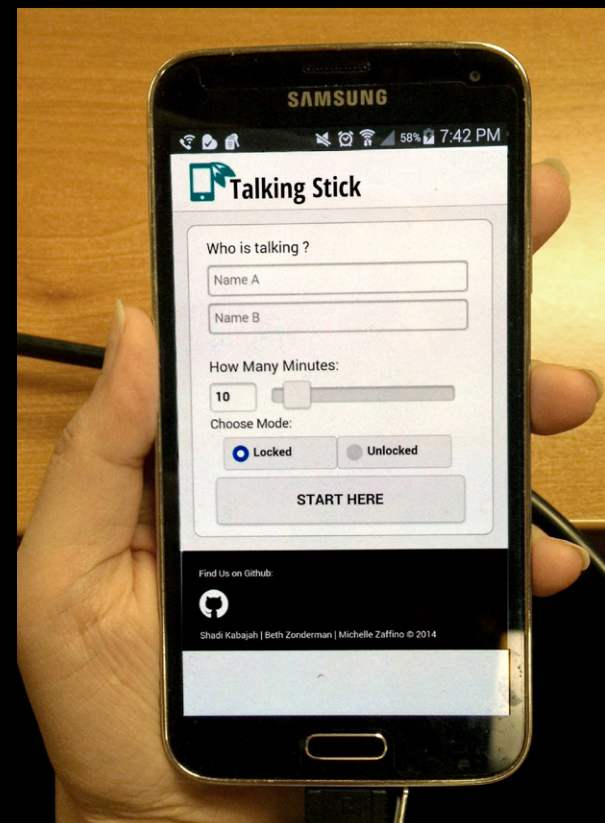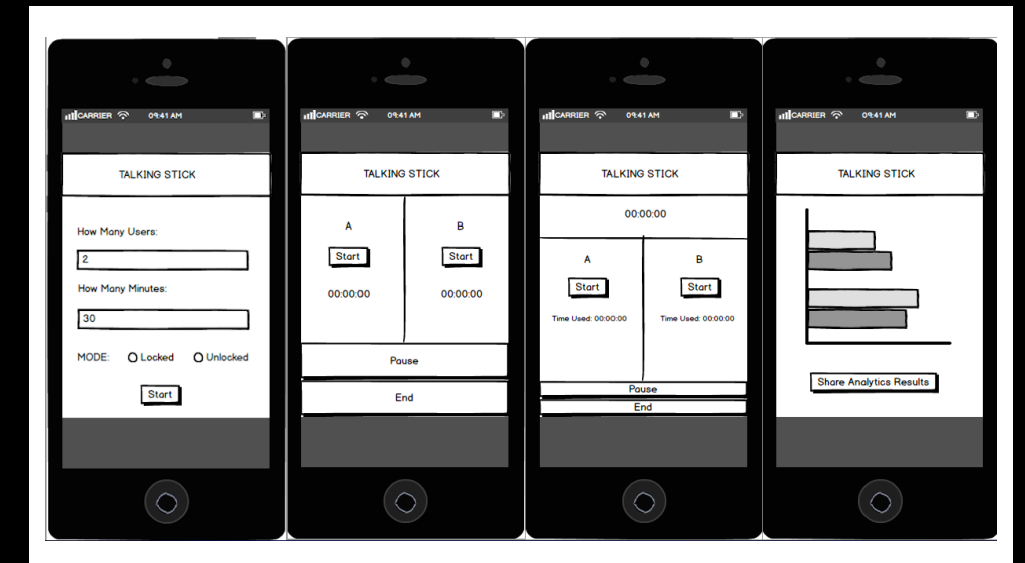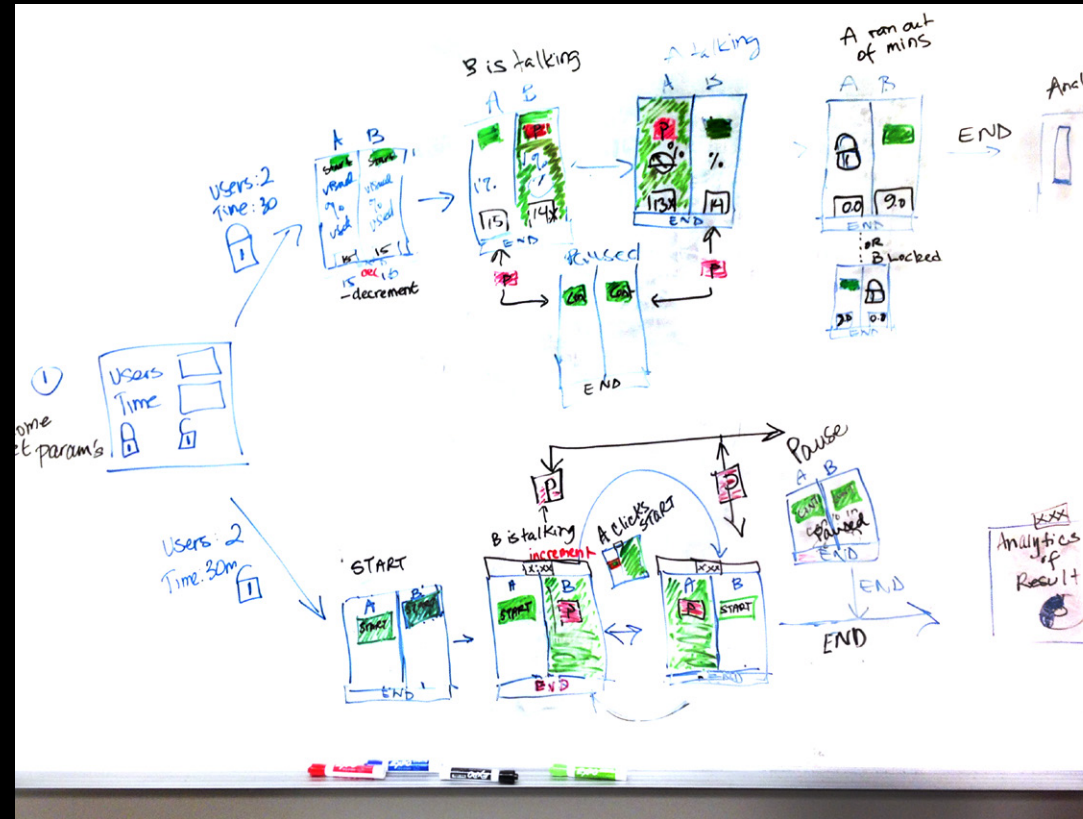
CONSUMER HARDWARE-SOFTWARE PRODUCT
*Neone Neobase**

Accomplio & Lunar for Neone

- Software development consultancy Accomplio hired me to work on the web application for Neone's 'Neobase,' a consumer hardware-software product.

- I was the bridge between the industrial design firm who did the branding and the back end development team. The IDs designed the look and feel of the product and made high-level interaction flows.

- I took the style guide and process docs from the IDs and built out the various screens of the application. This involved filling in the very granular details of the interaction flow, writing front-end code, and database integration.

*Neobase is "the first encrypted Private Network Device that lets you create a private social network that only you control."

https://neone.com/

https://www.kickstarter.com/projects/neone/neobase-create-a-private-social-network-outside-th

Neobase Features

Simple
Plug-and-play setup. Easy for all of your friends and family members to use.

Secure
Everything is protected by the strongest encryption available.

Private
Keep your activities and information off of the cloud, in the privacy of your own home.

Beautiful
A unique design that's smart and sophisticated.

Social
Neone is designed to let your network grow to be as big as you'd like it to be.

Affordable
The Neone device is surprisingly affordable. Get a great price when you back us on Kickstarter.

Visionary
A social network is just the beginning. With a private, user-controlled network, the possibilities are endless.

Powerful
We designed our own custom hardware to be powerful and secure from the ground up.
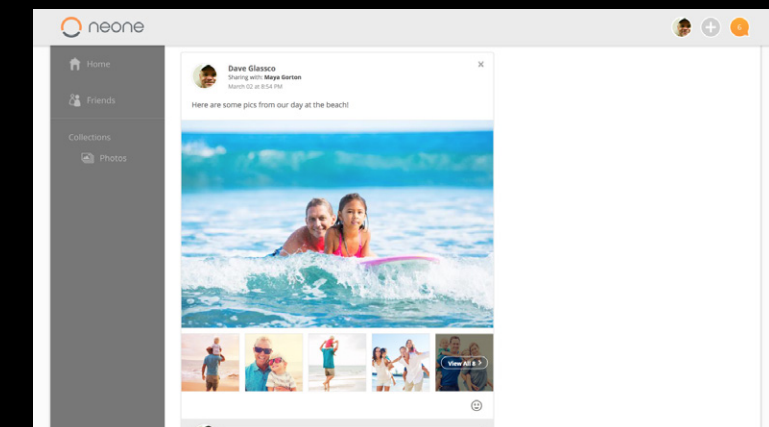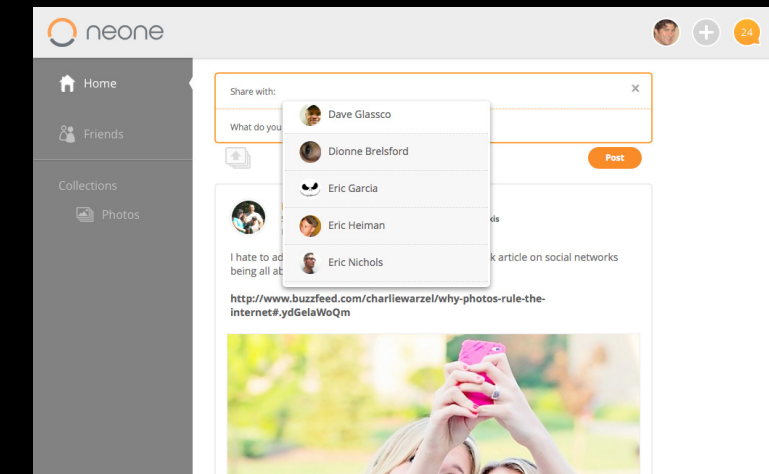
MULTIMEDIA FEATURES
Photography Industry Day
Graduation Reception
Faculty Spotlight

Academy of Art University
### Online Degree Program

Challenge: I identified the need to demonstrate that online students get real engagement with the school, their peers, and instructors.

Solution: Quarterly homepage feature showcasing student successes.

Result: For one feature, I held a meet-and-greet for distance learners who came to SF for their graduation ceremony. I directed a photo shoot, conducted interviews, and created a multimedia presentation for the public-facing website.

For another feature, I had a video team to film at an event and interview distance learners who were selected to participate. I directed the video editor and created an interactive piece to showcase the event.

PUBLIC SCHOOL COMMUNICATIONS
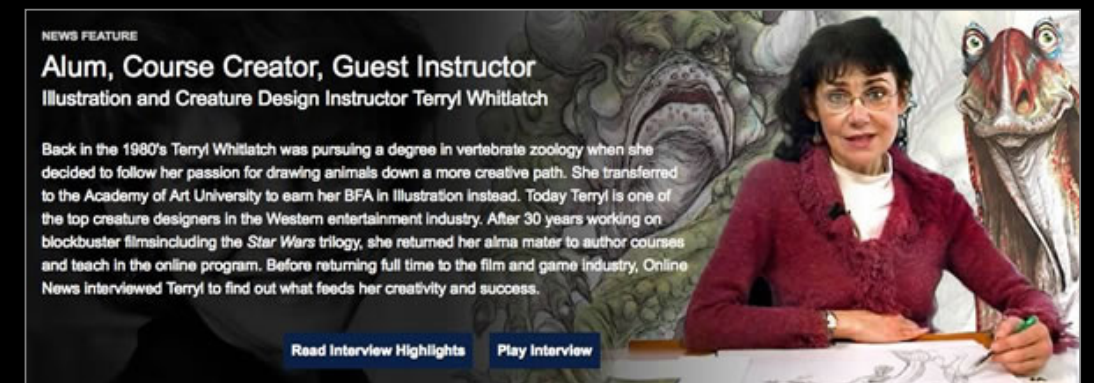
Sunnyside Elementary School

I developed an on- and off-line marketing and communication plan for diverse public school. Direction was based on conversations with the principal and staff, the PTA's agenda, and study of the parent community.

I regularly analyzed the outcomes and adjusted the plan accordingly. In additions, I oversaw a team to execute the plan year-round. We produced and distributed:

- Weekly paper and electronic news
- One of the best public school websites in the district
- Monthly newsletter
- Social media
- Promotional materials and collateral
- Literary magazine as part of language-arts curriculum

COMMUNITY PUBLISHING PROJECT
Bernal Eats

Friends of SF Public Library

I love my neighborhood and wanted to give back to the community. When our library was undergoing a major renovation, I published a community cookbook as a fund raiser. I lead a team that worked under the auspices of the non-profit Friends of SFPL.

- Creative Direction
- Leadership
- Art Directing photographer
- Design and layout
- Sourcing Printing
- Distribution

THANK YOU!