

BETHANY STEELE EXPERIENCE

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Web Designer | Baltimore, MD | 01/2020 – Present

- Designed responsive websites for small business
- Created wireframes, low-fi prototypes, and hi-fi prototypes
- Developed brand design for web
- Developed copy for B2C and B2B businesses
- Managed SEO strategy
- Identified user flow disruptors and frustrations
- Conducted competitive analysis
- Project management
- Client communication
- Applied feedback
- Analyzed and recommended website changes
- Delivered work in budget
- Presented strategy and decisions to stakeholders

User Interviewer | Custom Ink, Baltimore, MD | 01/ 2021 – 08/2023

- Conducted user interviews
- Identified and reported frustrations and complications of Customink.com
- Reported on new features
- Communicated with a local team and virtual team
- Documented user needs
- Conducted competitive analysis
- Communicated solutions with clients
- Identified opportunities for product growth
- Wrote reports
- Created presentations
- Created simple design solutions for email promotions

Marketing Designer | Exponential Media, Baltimore, MD | 05/2019 – 10/ 2020

- Created digital design for social and print
- Designed websites
- Managed client communications
- Delivered assets on time
- Problem solved with the team
- Wrote copy
- Created brand guides
- Delivered custom videos and blogs
- Monitored content success
- Managed an intern
- Presented designs to key stakeholders
- Managed changing company priorities

SKILLS AND PROGRAMS

- User Interviews
- Wireframes
- Interactive Prototypes
- Presentations
- Project Management
- Mock Ups
- High Fidelity Prototypes
- Digital Wire Frames
- Figma
- Adobe Photoshop
- Adobe XD
- Adobe Premiere
- InDesign
- Wordpress
- Monday.com

EDUCATION

- DHS Trusted Tester Certification- WCAG
- Google UX Design Certificate
- BFA - Maryland Institute College of Art