

BETH MCNAIR | UX/UI Designer

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Professional Summary

UX Designer delivering projects that advocate empathy, inclusivity and problem solving to support the overall user experience and create equitable solutions for clients and users. Specialize in accessibility and usability testing to drive user adoption and sustainable design principles for organizations.

Skills

UX Design & Research | Accessibility Considerations, Heuristic Evaluation, User Research, C&C Analysis, Contextual Inquiry, User Scenarios, Personas, Journey Mapping

UI Skills | User-centered Design, Web & Mobile Design, Illustration & Sketching, Icon/Logo Design, Print Layout, Prototypes, Design Principles

Tools | Figma, Canva, Photoshop, Wix Studio, Optimal Workshop, Microsoft Suite, Adobe Suite, PowerPoint

Other | Organization, Communication, Leadership, Creativity, Problem-Solving, Empathy, Adaptability

Professional Experience

UX Designer, General Assembly | 02/2024 – 05/2024

Led over 400+ hours in UX Design and UX Research projects, managing the full user experience lifecycle, including ideation, sketching, prototyping, wireframes, and implementation of designs.

UX / UI Design & UX Research Projects

UX Project Manager | EDUrain | Streamline the Landlord Onboarding Process 04/2024 – 05/2024

- Audited low-performing website to identify opportunities to increase traffic, directed UX research and user interviews to collect data and insights.
- Collaborated with a team of 3 UX team members; proposed focused design solutions based on results of research to increase effectiveness of Landlord dashboard.
- Presented focused design solutions based on research; ensuring the least time and effort restrictive onboarding process while still allowing landlords to be able to customize their listings to their preferences.

UX Designer | Duolingo | Design a New Feature 03/2024-04/2024

- Identified opportunity to conduct UX Research on market data and trends, and applied findings to low-fidelity prototypes for first phase of design.
- Delivered high-fidelity 22-screen prototype and hand-off document in Figma with developer redlines for user flows, interactions and style guide.

UX Researcher and Designer | Bridget's Irish Cottage | Site Redesign 03/2024-03/2024

- Led client requirements and specifications on a project to course-correct a low performing website, conducting user interviews to identify personas, site architecture needs, and user journey to increase time on site.
- Conducted UX research and user interviews to collect data and insights.
- Proposed design solutions and architecture to increase traffic by a projected 15% within 6 months of implementation.

Director of Curriculum and Instruction | The Goddard School of Woodstock | Woodstock 12/2023-12/2024

Lead Teacher | The Goddard School of Woodstock | 04/2021-12/2023

Effectively built positive relationships with multiple stakeholders and spearheaded a team of up to 25 staff members.

- Collaborated with the caregivers of children with autism and behavioral challenges to identify effective strategies for eliciting cooperative and acceptable behavior.
- Facilitated training for teachers to ensure the curriculum addresses the needs of diverse learners.

- Successfully implemented techniques of behavior modification in all classrooms to ensure that disciplinary demands are satisfied in an atmosphere free of guilt and fear.
- Assisted in organizing over 15 events celebrating school spirit throughout the year, as well as 4 weeks of summer camp activities.
- Conceptualized classroom systems that were subsequently adopted across multiple classrooms to address various areas of need.
- Maintained comprehensive records of milestones achieved by each child and established future goals accordingly.
- Conducted bi-annual parent-teacher conferences to provide parents with a clear understanding of the child's abilities within the appropriate age range.

Foster Care Case Manager | Georgia Department of Family and Children Services | Canton 10/2018-03/2021

Foster Care Case Manager | Georgia Department of Family and Children Services | Cartersville, GA 06/2014-10/2018

- Established and maintained professional relationships with multiple stakeholders from different departments.
- Facilitated Family Team Meetings to establish a collective agreement among the family members and/or treatment team members.
- Effectively facilitated communications between the court and parents for reunification, leading to a recidivism rate of less than 2.5% to date which is far lower than the national and state averages of 7.4% and 8.2% respectively.
- Skillfully implemented the termination of parental rights through the court system or accepted voluntary surrenders when deemed to be in the best interest of the child.
- Led a volunteer-led initiative to establish a secure outdoor area for foster children to engage in supervised visits with their families.
- Designated as the DFCS Liaison for the Family Treatment Court in Bartow County in 2018.
- Acknowledged with the Outstanding Field Work and Commitment Recognition Award in April 2017.
- Recognized as the Employee of the Month in December 2015 and March 2018.

Education

User Experience Design Immersive | General Assembly | Remote 02/2024 - 05/2024

Full-time immersive program in UX/UI design consisting of 480+ hours of project work, professional training, and mentorship. Executed end-to-end UX/UI design processes for 6 projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Bachelor of Science in Human Services | Kennesaw State University | Kennesaw 05/2010 - 05/2014

Dean's List | Miller Analogies Test Score of 425

Military Service

U.S. Army Family Childcare | Childcare Provider | Kitzingen, Germany

U.S. Army | Network Communications Specialists | Fort Gordon, GA