

Zoe Labos

UX/UI Designer

www.zoelabos.com
zoelabos@gmail.com
(469) 231-3310
Austin, TX

EXPERIENCE

UX/UI Designer, Hexa Creation

OCTOBER 2023 - PRESENT

- Design polished UI mockups for an AI outfit assistant app in Figma, and elevate the user experience of the app and marketing website by writing clear, concise copy.
- Establish information architecture, develop a brand color palette, and design graphics for the rebrand of a marketing website promoting an AI customer service chatbot.

UI Designer, Freelance

NOVEMBER 2018 - PRESENT

- Designed a fundraising website using Wix, which raised \$6,800 for the International Rett Syndrome Foundation.
- Improved brand consistency for a school by redesigning their website and collaborating with a developer to implement UI designs.

Creative Specialist, GoDaddy

CS II: Events & Promotions, JUNE 2022 - APRIL 2023

- Expanded social media reach on behalf of 100+ small businesses by designing graphics and writing captions for paid posts.
- Increased awareness of clients' social media with print flyer designs.

CS II: Ongoing Content, SEPTEMBER 2021 - MAY 2022

- Raised brand awareness and followers by creating social media posts on behalf of 100+ customers in the health and wellness industry.
- Upheld clients' reputations online by responding to customer reviews on Yelp, Google, and Facebook, ensuring that responses were HIPAA compliant when necessary.
- Improved team quality assurance scores by collaborating with teammates, analyzing performance metrics, and developing resources and workshops centered around copywriting and graphic design.

CS I: Ongoing Content, NOVEMBER 2019 - SEPTEMBER 2021

- Increased brand awareness on social media and upheld the online reputation of 200+ small business customers in verticals ranging from restaurants and real estate agents to auto shops and salons.
- Improved the quality of my team's social media posts by developing resources and workshops centered around graphic design.

EDUCATION

UX/UI Certificate, DesignLab

APRIL - SEPTEMBER 2023

Studied the UX Design process, and conducted four case studies.

Communication Sciences, B.S., The University of Texas at Austin

AUGUST 2013 - MAY 2017

Earned an interdisciplinary certificate in Children, Media, and the Arts.

AWARDS

Wayfinder Award

FEBRUARY 2023

Award at GoDaddy for meeting productivity and performance goals three years in a row.

Rockstar Awards (3x Winner)

Q3 & Q4 2021, & Q3 2022

Award at GoDaddy for exceeding goals related to creativity and quality of designs and copy.

SKILLS

User research, interaction design, wireframing, prototyping, UI design, copywriting, and graphic design.

SOFTWARE

Figma, FigJam, Miro, Optimal Workshop, Maze, Jira, and Adobe Creative Suite.