zoe storch

Education

University of Cincinnati, 2019

Bachelor of Science,
Communication Design, DAAP

## Contact

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🌐 **Climate Action** 🏃 **Running**

🖌 **Art & Design** 🎵 **Stomp & Holler**

🍴 **Food, Food, Food**

Check out my design portfolio @ zoestorchdesign.com

Skills

Figma

Wireframe and design websites, apps, healthcare portals and user workflows.

Adobe Creative Cloud

Fluent in Illustrator, Photoshop and InDesign to create vector graphics and print collateral.

Hubspot CRM

Ability to create and implement forms, emails and campaigns, integrate with website. Manage and tag customers.

Copywriting

Proficient at drafting original marketing language for web, print, social media and blog posts.

Webflow - Website Design & Dev

Skilled at building Webflow style guides, designing & developing end-to-end accessible websites for clients.

Video Editing - Premiere, After Effects

Use of Adobe programs to edit audio and video, create animated vector graphics for bumpers.

Social Media Strategy & Design

Develop, design, write, schedule and post using Hubspot, Hootsuite, or directly.

Environmental / Interior Design

Moodboard and draft plans for furniture, vinyl applications and other interior elements based on brand guidelines. Budget & execute.

Work Experience

Genetesis, 2020-current: Senior User Experience Designer

- Led end-to-end design processes for web and mobile products, from discovery to delivery

- Created company visual identity, logo and brand guidelines

- Collaborated cross-functionally with product managers, engineers, developers, and stakeholders

- Conducted usability testing and user research to inform design decisions and validate product solutions

- Created wireframes, user flows & high-fidelity prototypes and UI specs using tools like Figma and Adobe Creative Suite

- Developed motion pieces, tradeshow displays and outpatient center environmental design

- Managed, mentored and designed multiple intern projects

Cincinnati Cares, 2018-2020: Graphic & Web Designer

- Developed company visual identity, logo and brand guidelines

- Managed, created and scheduled content for social media platforms

- Developed print & web collateral for volunteer service programs

- Managed multiple intern design projects

Inspiring Service, 2018-2019: Graphic Design Co-op

- Worked with the Mayor of Cincinnati and his team to develop city-wide initiatives to increase volunteerism

- Adhered to brand standards to design web & mobile UI elements for non-profit volunteer software

- Developed tradeshow displays and represented the company

- Created community banners, billboards, social & print collateral to further company volunteerism mission