



Bethany Faulkner

User Experience Designer

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Experience

Principal User Experience Designer, Faulkner Design Studio

November 2018 - Present | Full Time Freelance | 1.5 years

Independently pitched, project managed, designed, and implemented custom solutions for early startups up and Fortune 500 companies.

- **EightShapes**

Senior designer on pivotal product initiative for a Fortune 500 client with \$6B in annual revenue. Evaluated competitor landscape, developed complex workflows and wireframes, participated in user testing, and delivered a visual POC.

- **BeSpree Mobile App**

Lead design for a health and fitness app startup. Developed robust workflows based on user interviews, worked with the founder to create wireframes for an MVP, and built high fidelity designs and vignettes in InVision for developer handoff.

- **Paradigm Innovation Website**

Website redesign for Raleigh-based design agency. Overhauled visual language and brand voice to garner trust and more client engagement. Implemented the website, from backend CMS to front end animations, with Webflow.

Interaction Designer, Valassis Digital (previously MaxPoint)

June 2016 - November 2018 | Full time | 2.5 years

- Created wireframes, user flows, and information architecture for internal and external ad tech web-based products in accordance with user and stakeholder needs.
- Standardized the design process for product features and initiatives across the UX and Marketing teams.
- Crafted animations and presentations for sales pitches
- Presented full product systems to fellow designers, product managers and engineers for implementation.

Lead Designer, NC State Caldwell Fellows Program

August 2016 - present | Freelance | 4 years

- Produced marketing and communications materials for yearly events, social media, capital campaigns, and the annual report.
- Led a Communications Team to deliver a brand system for the 50th Anniversary Alumni Conference.

Education

North Carolina State University

BS in Graphic Design, May 2016

4.0 GPA, Valedictorian

Skills

- Concept Mapping
- Wireframing
- Prototyping
- UI Design
- Website Implementation
- Animating
- Agile
- Product Strategy

Tools

- Sketch/Figma
- Balsamiq/Whimsical
- InVision
- Wordpress/Squarespace/Webflow
- Adobe Creative Suite
- Basic HTML/CSS

Service

Lead Designer and Cofounder, Pledge My Check

Spring 2020

- Volunteer initiative that raised over \$175,000 in pledged donations during the COVID-19 crisis.
- Pledgemycheck.org collected pledges from people who felt they didn't need their stimulus checks and wanted to donate to a neighbor or nonprofit.
- Featured on Yahoo! News, Upworthy, and local news outlets.