

BETH CARTER

Web/UI/UX Designer & Network Admin

www.iambethcarter.com

719-440-1987 | COLORADO SPRINGS, CO | BETH@AVODESIGN.ORG

Summary

Results-driven professional with a proven track record in web design, network admin providing on call support to clients. and 3D architecture. Build and maintain multiple websites, non-profit web solutions for fund raising and events, cybersecurity measures and onsite tech support when needed. Convert 2D schematics into immersive 3D models, including VR walkthroughs.

Skills & Abilities

Web Developer: WordPress, Elementor, HTML/CSS/Javascript, PHP

Web Admin: WHM, cPanel, Softaculous, WordPress

UI/UX Designer: Figma, Photoshop, Illustrator, InDesign, Canva

Fund Raising Projects: WordPress, GiveWP, Events Calendar, PayPal, Mailchimp

3D Applications: SketchUp, Lumion, Vectorworks, Google Earth, CAD

Video Software: Camtasia, VIMEO, YouTube, iMovie, XPRO, Screencast

Experience

AVO DESIGN | 2017 - Present

UI/UX Web Design & Network Admin

- **Web Developer & Fund Raising Coordinator | The Historic Preservation Alliance of Colorado Springs and The Old North End Neighborhood :** Design, build, and administer three large non-profit WordPress websites with functionality for events, payments, contact, and subscriptions. Perform all admin functions including hosting, email, security, updates. Websites include oldnorthend.org, northendlamplighters.org, hpasprings.org. Primary software included Wordpress, Elementor, GiveWP, Events Calendar
- **Web Designer | Additional Clients:** Design, build and maintain multiple WordPress websites.
- **3D Builder | Architects:** Using SketchUp, Photoshop, Lumion transform 2D sketches or CAD into 3D replica, including VR and interactive models. Design 3D logos for clients.
- **Tech Support | Local Clients:** Support philanthropic organizations, local businesses and independent clients via phone, screen share, and in-person. Supported primarily Apple computers, tablets, and phones resolving issues with applications, storage, email, ISP and iCloud accounts. Work performed on location and in house as needed.

APPLE INC. | 2013 - 2018

Tech Support

- **Apple Customer Advisor:** Supporting OS and IOS devices, iCloud, operating system, and application issues by phone, on-line and screen sharing software.
- Utilized knowledge of products and innovation to fix client issues whilst educating/empowering users in order to avoid similar dilemmas in the future. Consistently averaged 95% customer satisfaction on surveys and issue closures.



INDEPENDENT CONTRACTOR | 2011 - 2013

3D Architect | Clients/Projects Include:

- **3D Architect and Content Coder | Commercial Brokers & Builders (Collier's, Sierra Commercial, Newmark, Prime West):** Constructed 3D renderings with content of commercial listings, completing over 100 buildings. Content included virtual tours, floorplate overviews, and PowerPoint interaction. Primary software included SketchUp, Google Earth Pro, Adobe Photoshop, GIMP, and PowerPoint.
- **Sketchup Instructor and 3D Developer | Concept 3D:** Taught classes for SketchUp/Google Earth.
- **Technical Writer | Premier Global Resources:** New user documentation and liaison for engineers. Primary software included iMeet, Adobe Photoshop and Acrobat, Camtasia, and PowerPoint.

PRIOR JOBS | 2002 - 2011

Sales, Marketing, and Training | Clients/Jobs Include:

- **Training and Software Installation | Atex Media Solutions:** Taught proprietary software application, Prestige (integrated MS Word, QuarkXPress, Oracle application). Travelled world-wide including Europe and South America to provide training and support.
- **SMB Technical Sales | Hewlett Packard:** Responsible for finding and qualifying technical sales opportunities. Achieved over 135% of quota.
- **Marketing Manager | Whole Foods Market:** Responsible for developing and executing in-store events, writing press releases, promoting good customer relations, and developing in-store graphics and printing displays.

Education

LOUISIANA STATE UNIVERSITY, BATON ROUGE, LA

BA, Mass Communications | Concentration in Advertising and English
Marketing and German Communications | Summer Program in
Innsbruck **British Communications and Media** | Summer Program in
London

Certification Programs **UX DESIGN | Brainstation**

Summary: Live project based learning with focus on design process, creative practices and industry tools.

Tools: Wire Framing, Empathy/Experience Mapping, App Design, Prototyping, User Testing

Software & Apps: Figma, Open AI, ChatGPT, UX Check, Material Design Color Tool

DESIGN SYSTEM | Memorisely

Summary: To build a scalable design system in Figma.

Tools: Tokens, Global Variables, Component Variables, Anatomy, Content & Interaction

Software & Apps: Figma, Open AI, ChatGPT, UX Check, Material Design Color Tool