BETH CARTER

Web/UI/UX/3D Designer & Network Admin

Portfolio: https://iambethcarter.com

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─ SUMMARY ─

Outside of the box thinker dedicated to providing user empowerment in all design. Proven track record in web design with focus on fund raising and events. Acute listener developing user friendly confidence building UI/UX. Network Administrator providing consistent on-call support for all website, server or computer issues. Convert 2D schematics into immersive 3D models, including VR walk throughs.

─ SKILLS ─

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

- WordPress UI/UX Designer: Figma, Photoshop, Illustrator, InDesign, Canva, Material Design Color Tool

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

- Fund Raising Projects: WordPress, GiveWP, Events Calendar, PayPal, Little Green Light, Mailchimp

- 3D Applications: SketchUp, SketchUp Extensions: AR/VR, Podium and Dibac, Google Earth, Lumion, Vectorworks, CAD

- Web Admin: WHM, cPanel, MyPHP, File Manager, Softaculous, Updraft

─ WORK HISTORY ─

UI/UX Web Design & Network Admin, 02/2017 – Current
The Historic Preservation Alliance – Colorado Springs, CO
Primary tools: Wordpress, Elementor, GiveWP, Events Calendar, WHM and cPanel.

- Design, build, and administer non-profit WordPress website with functionality for donations,
- memberships, events and ticket sales.
- Provide responsive design, improving accessibility on various devices.
- Develop wireframes and prototypes to e ectively communicate design ideas to client. Responsibilities include edits to existing pages, create new pages and templates, meet with client for requests, present recommended solutions and implement upon approval. This includes research, test and installation for plugins when needed.
- Provide admin services including staging, backups, email and security.
- Create videos of prior events and lectures and build virtual library to post them.
- When starting contract, HPA, was running on an older non-updated system. I moved their site to a new host and platform providing the ability to stay up to date with Wordpress, themes, plugins and PHP.

Web Designer & Network Admin, 03/2017 – Current
Multiple Clients – Colorado Springs, CO
Clients include Hale Appraisals, The Old North End Neighborhood, The Lamplighters Project, BC Roofing
- Setup hosting, domain, SSL, content management solutions and online security for clients.
- Design and build Wordpress websites including research for best theme and plugins for client needs. Often provide long-term hosting and website support.

Technical Advisor, 03/2013 – 05/2018
Apple Inc. – Colorado Springs, CO
- Support OS (iMac, MacBook) and iOS (iPhone, iPad, iWatch) devices, iCloud & AppleID account issues, including lost data or images, Data synchronization and continuity
- Utilized knowledge of products and innovation to solve client issues whilst educating/empowering users in order to avoid similar dilemmas in the future
- Consistently averaged 95% customer satisfaction and issue closures on customer surveys.

3D Designer & Instructor, 02/2011 – Current
Multiple Clients – Colorado Springs, CO
Clients include Collier's, Sierra Commercial, Newmark, Prime West, Concept 3D & Bobby Hill Design
- Use primarily SketchUp, Photoshop, Lumion, Google Earth & Google Earth
- Transform 2D sketches or CAD into 3D replica, including VR and
- interactive models Design 3D logos for clients.
- Chosen by Trimble to test new software
- releases. Taught online SketchUp classes.

Prior Positions, 09/1998 – 03/2010
Refer Below – Worldwide
- *Technical Writer | Premier Global Resources:* New user documentation and liaison for engineers. Primary software included iMeet, Adobe Photoshop and Acrobat, Camtasia, and PowerPoint.
- *Training and Software Installation | Atex Media Solutions:* Taught proprietary software application, Prestige (integrated MS Word, QuarkXPress, Oracle application) . Traveled 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 and overall experience through UI/UX. Community liaison and PR release writer for fund raising and community service. Educated team members on store events and strategies. Designed graphics for in-house promotions.
- *Yoga Instructor | Core Power Yoga, T Rowe Price, Wells Fargo, Alamo Corporate Center:* Responsible for creating and leading heated yoga and meditation in addition to Bikram series.

EDUCATION

- **Bachelor of Arts**: Mass Communications, Advertising And English
  Louisiana State University And A&M College – Baton Rouge, LA
- **Study Intensive in London, Innsbruck & Venice**: British Literature & European Art
  University of New Orleans – New Orleans, LA

CERTIFICATIONS

- **UXDESIGN, Brainstation**: Live project based learning with focus on design process, creative practices and industry tools. Topics include: Wire Framing, Empathy/Experience Mapping, App Design, Prototyping, User Testing, Figma, Open AI, ChatGPT, UX Check, Material Design Color Tool
- **DESIGN SYSTEM, Memorisely**: To build a scalable design system in Figma. Topics include: Tokens, Global Variables, Component Variables, Anatomy, Content & Interaction, Figma, Open AI, ChatGPT, UX Check, Material Design Color Tool