

Zoe Gomer

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Skills

Technical Skills: HTML, CSS, JavaScript, Webflow, Sketch, Figma, InVision, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe InDesign, WordPress, Elementor, Divi, WiX, ConvertKit, Pinterest, Tailwind

Creative Skills: UX Design, SEO, Copywriting, Human-Centered Design, Agile Scrum, Infographics, Style Guides, Wireframing, Brand Design, Social Media Marketing, Email Marketing

Experience

CountingWorks, Inc. - Web Designer, VIP Account Manager

11/2022– 01/2024

- Designed and launched over 50 unique websites for tax and accounting firms, elevating their online presence and client engagement
- Leveraged front-end development skills (HTML/CSS/JavaScript) and design expertise to provide tailored web solutions
- Collaborated with over 50 VIP clients to understand their specific needs, delivering SEO-optimized, visually appealing websites
- Created impactful marketing collateral, including 3 White Papers and over 30 social media banners, using Adobe Creative Suite
- Enhanced lead generation and client conversion rates through the design of over 10 effective email campaign templates

Freelance - Web Designer, Graphic Designer

12/2019 – 11/2022

- Crafted compelling visual identities and branding for over 5 websites using design software like Adobe Creative Suite and Figma
- Developed over 5 responsive, user-friendly websites with HTML5, CSS3, and JavaScript
- Successfully implemented CMS interfaces (WordPress, WiX, Square Online) to create 9 to 20-page websites
- Constructed and structured a public forum for client with 50 categories and subcategories
- Demonstrated expertise in social media marketing, offering valuable insights to businesses on Instagram and Pinterest

Joinn – UX Designer (Internship)

11/2020 – 01/2021

- Conducted 12-week redesign of desktop app using weekly agile sprints in Figma
- Analyzed 10+ similar companies and produced a 14-page comprehensive competitive analysis document
- Collaborated with 2 other interns to create a 4-step user onboarding flow process for app
- Directed usability testing and led 4 users through mid-fidelity prototypes

MagicLamp Networks – Web Designer, Graphic Designer (Internship)

05/2018 – 05/2019

- Increased sales growth and profitability of 2 mid-size businesses through SEO and social media marketing
- Directed and implemented a 6 month daily Instagram marketing campaign and created over 150 images and captions
- Produced a 57-page responsive website with Elementor and WordPress

Education

Minneapolis College of Art and Design

08/2016 – 12/2019

Bachelor of Science in Entrepreneurial Studies

- Recipient of Presidential Scholarship and Merit Scholarship