

Bethany Colden

User Experience Designer
with a background in Architectural Design

bethany.colden@gmail.com // 805-723-4764 // Portfolio bethanycolden.com // linkedin.com/in/bethanycolden

As a former architectural designer, I bring a unique understanding of the 3-D world to my UX design practice. I thrive at the intersection of physical and digital design, working in a fast-paced environment with friendly, frighteningly talented teammates.

Outside design, you'll find me making participatory art, running trails, teaching, and restoring a Victorian house that barely survived the shag carpet and fake wood paneling of the 1970s.

TOOLS

Adobe

Dreamweaver, Flash, Illustrator, InDesign, Photoshop

Wireframing and Digital Prototyping

Axure, Balsamiq, InVision, Omnigraffle, Sketch

Coding

CSS, HTML, beginner jQuery and Python

Digital Editing

Audacity, Final Cut Pro

Drafting and 3-D Modeling

3ds Max, AutoCAD, SketchUp

Drawing

Paper by FiftyThree, paper (from trees), white boards

Physical Prototyping

CNC (3-D printers, laser cutters, plasma cutters, routers), woodworking and metalworking tools

SKILLS

User-Centered Design Research

User interviews, affinity diagrams, personas, scenarios, user stories, domain research, competitive analysis, project summaries (missions, aims, success metrics)

Interaction Design

Synthesizing research into concepts, user flows, use cases, information architecture, sitemaps, navigation, sketches, wireframes, paper and digital prototypes, 3-D modeling, planning and conducting usability tests

Visual Design and Final Touches

Style and interaction specs, high-fi mockups, post-processing photos, illustration, animation, copy writing

Presentation

Presenting, storytelling, storyboards, case studies

Other Handy Skills

Coordinating projects, facilitating workshops, improv, speaking Spanish, Nonviolent Communication

WORK EXPERIENCE

UX Design Basics Bootcamp Instructor

General Assembly

Seattle, WA
December, 2015 - Present

- Teaching day-long, hands-on workshops covering UX design fundamentals

UX Designer in Residence Fellow

General Assembly

Seattle, WA
September - December, 2015

- Supported students and instructors as full-time teaching assistant for UX Design Immersive course
- Coached students on user interviews and usability testing through role-playing and critique
- Developed curriculum and led one-on-one workshops on crafting and delivering narrative design presentations

Pro Bono UX Designer

Why Not Us Foundation: Our Backyard

Seattle, WA
August - September, 2015

- Designed an Android app to help low-income Seattle residents connect with community and healthy food, as a proof of concept to help the client build credibility with funders and partners
- Key tools: Axure, Illustrator, InDesign, Omnigraffle, Photoshop

WORK EXPERIENCE (continued)

Antiquarian Bookseller

William James Bookseller

Port Townsend, WA
November, 2011 - June, 2015

- Researched rare books; managed online sales
- Performed customer service; trained new staff

Architecture Intern

450 Architects, Inc.

San Francisco, CA
January - April, 2010

- Created digital 3-D renderings of a proposed charter school
- Wrote copy for the firm's website
- Designed promotional materials to support the LEED certification process of three projects
- Key tools: AutoCAD, Illustrator, InDesign, Photoshop, SketchUp

Junior Architectural Designer

Gleysteen Design, LLC

Cambridge, MA
October, 2005 - June, 2009

- Drafted blueprints, created digital 3-D renderings, built physical models
- Designed and built the firm's first website
- Post-processed photographs, designed print ads and managed the firm's portfolio
- Key tools: AutoCAD, Dreamweaver, Photoshop, SketchUp

EDUCATION

General Assembly

User Experience Design Immersive
Certificate course in user-centered design
60-80 hours/week // 10-week intensive
June - September, 2015

Massachusetts Institute of Technology

Bachelor of Science in Art and Design
Major: Architecture // Minor: Creative Writing
June, 2016, degree candidate
(Currently completing one outstanding final project)

For more details, visit bethanycolden.com
