

Zoe Calish

UX Designer

I'm a UX designer with a background in education which helps me find empathetic and data driven solutions to complex problems. As a former educator, I have developed the ability to implement creative curriculum designs to solve for user problems by identifying pain points. I care deeply about the future of learning, technology, and culture.

EXPERIENCE

Happy Gardens of Austin *UX Designer (contract)*

Remote | January 2022-February 2022

- Website redesign to better convey company messaging and align website and company instagram.
- Research included competitive/comparative analysis, heuristics evaluation and user interviews.
- Facilitated design workshops to determine final design sketches.
- Created low fidelity wireframes in Figma and high fidelity clickable mockups to present to stakeholders.
- Led usability tests to evaluate the functionality and aesthetic appeal of new design.
- Created Zeplin file and design system to hand off to developers to build out the new design of the website.

General Assembly *UX/UI Design fellow*

Remote | November 2021-February 2022

- Completed 500+ hours of intensive coursework in UX research methods, design principles and skills.
- Delivered 6 UX design projects from research phase through prototyping using Figma and other design tools.
- Worked on projects with diverse groups and used conflict resolution skills when issues arose.
- Improved work after receiving feedback from instructors, stakeholders and colleagues.

Success Academy Charter Schools *Kindergarten Grade Team Lead*

Bushwick, NY | July 2014-October 2021

- Managed kindergarten of five teachers, created data visualizations in order to analyze data to drive instruction resulting in the team being top 10 in both literacy and math across a network of 33 schools.
- Strategically collected data from teachers and used observational inquiries to redesign and implement a comprehensive phonics curriculum for remote learning.
- Acted as a liaison and advocate between teachers and school leadership to ensure that the team was meeting goals set by leadership.

zcalish@gmail.com

[zoecalish.design](https://www.linkedin.com/in/zoecalish/)

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EDUCATION

General Assembly

UX Design Immersive

2021-2022

Christian Brothers University: Department of Education

Master of Education

2014

The George Washington University

Bachelor of Arts, American Studies

D1 Rowing, Coxswain

Capitol Hill Intern, House Member Michael

Capuano

2011

SKILLS

Design

User Research, UX Writing, Wireframes, Information Architecture, Usability Testing, Interaction Design, Agile, Prototyping, Responsive Design, Sitemaps, User Flows, Persona Design, Affinity Mapping, Storytelling, Rapid Ideation

Tools

Figma, Adobe XD, Sketch, Balsamiq, Zeplin, Trello, Wordpress, Slack, Google Workspace, HTML, CSS, Design Systems

Language

Spanish language (working proficiency)

BUT WAIT...THERE'S MORE

PADI certified rescue scuba diver

City Year Alumna

Boston Latin School Alumna

Teach for America Alumna