

# Web Barr

UX / UI Designer  
Content Strategist  
Storyteller

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## SKILLS

User Interface User Experience Design  
Content Strategy Typography  
Storytelling Mobile Design  
Audience Growth + Development  
HTML SASS CSS jQuery  
Google Analytics Photo Editing  
Web Design Wireframes Sketch  
Photoshop SEO/SMO A/B Testing  
Wordpress Optimizely Mailchimp

## AWARDS

FEBRUARY 2015

### Communication Arts

#### 2015 Interactive Annual Winner

"The Serengeti Lion: Life On the Plains  
With the Vumbi Pride"  
ngm.com/serengeti-lion

MAY 2014

### The Webby Awards

#### People's Voice Best Use in Photography

NatGeo Found Tumblr  
natgeofound.tumblr.com

MAY 2014

### The Webby Awards

#### Best Use of Video or Motion Images

"The Serengeti Lion: Life On the Plains  
With the Vumbi Pride"

MARCH 2014

### Society for News Design

#### Silver Medal, Best of Digital Design

"The Serengeti Lion: Life On the Plains  
With the Vumbi Pride"

MARCH 2014

### Creative Review

#### Best in Book

"The Serengeti Lion: Life On the Plains  
With the Vumbi Pride"

## EXPERIENCE

JANUARY 2015 - JULY 2015

### Walker & Company Brands - Palo Alto, CA

#### UX/UI Designer

- Conducted company-wide user experience research to improve the overall Bevel customer experience & grow Bevel sales.
- Created and implemented A/B tests to determine the effectiveness of existing features & purchase flows, improve the user experience, & grow Bevel sales.
- Performed CSS audits to standardized styles on both GetBevel.com & Bevel Code.
- Designed new Bevel & Bevel Code email newsletter templates
- Designed Bevel "Testimonials" page
- Updated the Bevel Code Style Guide with new typography, spacing, & editorial features.

#### Bevel Code Content Producer

- Produced content daily for "Bevel Code," Bevel's men's styling and grooming magazine
- Photo editor & asset producer

FALL 2014

### Revivn - San Francisco, CA

#### Design Consultant

Design consultant for Revivn during their 500 Startups Accelerator program in Fall 2014.

JANUARY 2008 - JUNE 2014

### National Geographic Magazine - Washington, D.C.

#### User Experience Designer + Prototyper 2013 - 2014

Designed, prototyped, and built new article layouts, interactivities, photography treatments; as well as, produced unique experiences like "The Serengeti Lion," as part of a small team focused on experimenting & developing new ways to tell stories online for National Geographic.

#### Digital Content Producer for National Geographic magazine 2008 - 2014

- Produced monthly features, photo galleries and interactivities on NGM.com. This included designing and developing unique story-focused interactive features, graphics, and maps.
- NGM.com Home Page Editor

#### "Your Shot" Photo Community Editor & Producer 2008 - 2012

- Edited and produced daily photo galleries, puzzles, special projects and wallpaper for the "Your Shot" photo community.

#### Map of the Day Researcher & Producer 2008

- Researched and produced the daily "Map of the Day" feature which surfaced historical and relevant maps that corresponded to each day of the year.
- Rights Management – Negotiated copyright agreements with each map copyright holder.

JANUARY 2013 - JULY 2014

### NatGeo FOUND Tumblr

#### Creator + Project Lead + Curator

- **Creator** – Pitched the concept of the NatGeo FOUND Tumblr after building a prototype demonstrating the editorial vision for FOUND & why Tumblr's platform & audience were ideal for this project. FOUND resurfaces vintage photos from National Geographic's archives that have never been published. Today, FOUND has an audience of over 800,000 followers on Tumblr.
- **Project Lead** – Led the design & development process for FOUND. After launching, I created the editorial calendar & process workflow to build on FOUND's initial success.
- **Curator** – Developed FOUND's editorial voice & helped curate the daily feed of photography on FOUND.

## PROJECTS

SUMMER 2013

### Millennial Trains Project, Participant

#### Disrupting College Search

- I was a participant in the inaugural Millennial Trains Project, a non-profit organization that leads crowd-funded transcontinental train journeys that empower small groups of Millennials to work on a project of their choice in each city along our journey.
- My project focused on identifying new ways to fix the antiquated college selection process with the potential of building a product that would make the college search process more transparent.

## EDUCATION

2003 - 2007

### The University of the South

B.A., Political Science with a concentration in international politics