

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