

Naomi Vettath

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UX Designer and Creative Leader applying human-centered design to complex technical systems, including AI and enterprise environments. Experienced in CMS, accessibility standards, content strategy, and training content owners to maintain high-quality, user-centered content. Board game illustrator and a lifelong volunteer driven by purpose-driven work and meaningful social impact.

WORK EXPERIENCE

UX Designer | The Agency at DCG ONE | Seattle, WA

May 2025 – Present

Full-service marketing agency specializing in brand, print, and digital solutions for enterprise clients.

- Developed **content strategy, information architecture, and wireframes** for a B2B emergency response website, defining **UI taxonomy and sitemap structures** that strengthened content clarity, workflow usability, and improved overall platform usability.
- Partnered with the Director of UX and 10+ cross-functional contributors to validate user flows against marketing objectives.

UX Designer & Content Strategist | [Communication Leadership Consulting](#), University of Washington

Oct. 2023 – March 2025

The consultancy connects small organizations with motivated graduate students to solve customer engagement challenges.

- Designed a strategic dashboard, establishing data governance standards, taxonomy architecture, and **automated workflows** that **reduced reporting time by 95% (3-5 days to instant access)**, eliminating manual counting errors, and transforming reactive operations into proactive strategic planning through continuous market intelligence.
- Redesigned a fragmented data system by auditing 100+ spreadsheets and restructuring the information architecture into a unified data center, **reducing administrative tasks by 80%**, and eliminating manual errors.
- Reduced recurring information requests by 50% by designing and launching a **self-service knowledge repository**, featuring clear information architecture and instructional UI content that empowered users with instant access to resources.
- Owned end-to-end UX design and content strategy for **website redesign**, restructuring information architecture and writing UI content that guided users to a **60% increase in sign-ups** and **30% lower bounce rates**.
- Developed **content governance framework** and trained 10+ content owners on best practices, platform navigation, and maintaining web content standards across the organization.
- Collaborated directly with technical teams on implementation, managing WordPress site customization with **HTML/CSS** and ensuring **WCAG accessibility** standards.
- Created **comprehensive documentation and content guidelines** that translated complex operational needs from multiple stakeholders into unified, user-centered solutions, while managing concurrent projects in a fast-paced environment.
- Mentored 20+ graduate students** in UX methodology and **initiated an alumnus – students coaching program**.

UX & Product Designer | [Zalpha Mobile](#) | Seattle, WA

June 2024 – Sept. 2024

Zalpha Mobile produces minimalistic, modern phone for kids.

- Built comprehensive design system** with standardized visual and interaction components to ensure brand consistency and scalability across digital platforms and physical products.
- Led complex system migration and CMS overhaul, establishing **automated dataflows** and set up comprehensive analytics tracking to drive data informed UX decisions and measurable performance improvements.
- Executed a **data-driven website redesign** and multi-channel campaign, that balanced business goals, technical constraints, and user needs; leveraging UI optimizations, targeted email campaigns, and analytics insights to **increase website traffic by 165%** (49 to 130 unique visitors /month) and **improve average visit duration by 400%** (34s to 2m 53s).
- Optimized product UI for Zalpha mobile android devices through heuristic evaluations, UX assessments and usability testing.

UX/UI & Brand Designer | Contract | Seattle, WA

July 2021 – Present

Design consultant for nonprofits, small businesses, and startups requiring systematic design solutions.

- Designed, updated, and maintained client websites on CMS platforms (WordPress, Wix, Squarespace, Shopify, Framer); built **reusable template systems** and **component libraries** to streamline production and ensure visual cohesion.
- Partnered with clients to define project strategy and user needs, translating complex objectives into shipped digital products.
- Applied systematic design approach to build comprehensive **brand identity systems** including logos, typography, color, and component libraries, establishing scalable foundations for consistent application across digital and print touchpoints.
- Performed **WCAG accessibility checks** and **cross-browser/mobile QA** to ensure unified, accessible omnichannel experience.
- Created user-centered layouts and promotional assets for web and print, including websites, posters, and presentation decks.

Selected works:

- [Edmonds Floretum Garden Club](#) - Designed and wrote content for an **accessible, cross-platform website** tailored for users aged 60+, applying user research, plain-language, and WCAG standards, resulting in **15% increase in new memberships**.
- [Climate Knowledge Collective \(Non-profit building a public, open-source library of climate solutions\)](#) - Designed the brand identity and website, creating a **visual system** to make complex environmental data and research accessible and compelling.
- [Amber Sweeney \(Local music artist\)](#) - Redesigned website, **boosting fan interactions by 20%** and increasing **average session time from 1 to 2.5 minutes**; developed brand identity system to support marketing strategy.
- [Purpose Mindset \(Non-profit empowering people to discover and live their purpose\)](#) - Strengthened visual identity by creating a **comprehensive brand style guide** with presentation templates, driving the website's design direction.

Additional clients include local organizations seeking cohesive brand identities and streamlined digital experiences.

Design Journalist & Content Writer | [SCALE Design Magazine](#) | Remote

March 2021 – June 2023

Independent digital magazine dedicated to curating and analyzing design projects with significant social and environmental value.

- Researched, pitched, and wrote long-form technical and design articles monthly, translating complex architectural concepts into engaging content for a professional audience.
- Collaborated directly with designers and architects to gather information, secure permissions, and ensure technical accuracy.
- Demonstrated exceptional proofreading, editing, and communication skills throughout the end-to-end content creation and publication lifecycle.

Architect | [HCP Interior Design Pvt. Ltd](#) | Ahmedabad, India

Sept. 2018 – Feb. 2021

The architecture and interior design firm in India tasked with the redesign of the country's highest administrative center.

- Led cross-disciplinary teams on complex, large scale, national projects, including the **Indian Parliament and Secretariat buildings**, in **highly agile environment** creating 2D & 3D architectural drawings, concept presentations, and researching historic elements.
- Produced high-quality design boards, **mood boards**, and drawings for stakeholder **presentations**.
- Designed the book 'Meaning is More: Interior Design for India', leading **layout, typography, and visual storytelling** for print.
- Strengthened brand visibility through strategic assets including social media graphics, press articles, and digital content demonstrating versatile design application across physical and digital mediums.

AI DESIGN EXPLORATION

AI Playground | [naomivettath.com/aiplayground](#) | Seattle, WA

2023 – Present

A hands-on laboratory for prototyping content strategies and user experiences for AI-powered applications, exploring how AI can enhance learning, engagement, and human-AI interactions.

- Medical Exam Learning Games** - Designed and developed **interactive memorization games using Claude and Kiro AI** to help medical students master complex information (tumor markers, oncogenes), demonstrating **instructional design principles** and AI-assisted content development. Created game mechanics that transform rote memorization into active learning experiences.
- Dandelions and Wind** - Designed UX and instructional content for a turn-based strategy game leveraging Anthropic's Claude for core logic, creating a seamless interface for complex human-AI interaction.
- Daily Spark** - Combined ChatGPT and Claude in a **multi-AI workflow** for ideation, UX writing, and 50+ iterative design refinements, using AI as creative partners while maintaining human oversight to preserve authenticity and tone.

Actively exploring and experimenting with diverse AI tools to understand their unique capabilities and design implications.

EDUCATION

University of Washington | Master of Communication in Digital Media

Aug 2023 - March 2025

Communication Leadership Program; Specialized in Content Strategy & User Experience, Marketing & Branding

Grow with Google | UX Design Specialization Certificate | Coursera

Feb 2022 – July 2022

RV College of Engineering | Bachelor of Architecture

June 2013 – March 2018

TOOLS

Design & Prototyping: Figma, Adobe XD, Sketch, SketchUp, UXPressia

Collaboration Tools: Miro, FigJam, Mural

Research & Testing: UserTesting, Hotjar, Google Analytics

Graphics: Photoshop, Illustrator, InDesign, Procreate

Video Editing: Adobe Premiere Pro, After Effects, Final Cut Pro

3D Modelling: SketchUp, 3DS Max, Revit, AutoCAD