

# ZOË FORTUNE

## CONTACT

zoefortune.com

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## EDUCATION

2017-2021

**Bachelor of Arts with a concentration in design and a minor in digital publishing**

*Simon Fraser University: School of Interactive Arts and Technology*

2022

**Character Creation in 3D with Blender**

*Domestika*

2019

**Foundation HTML, CSS + Javascript**

*Superhi - Online Code and Design School*

## SKILLS [RE: PRODUCT DESIGN]

Visual Design & Art Direction

Brainstorming Facilitation

Content Strategy

User Research & Testing

Prototyping

Designing with accessibility in mind

Design system organization and documentation

## DESIGN EXPERIENCE

January 2023 to Present

**Associate Product Designer**

*The New York Times - Newsletters*

Currently focusing on design system updates to improve workflow, as well as improvements to the accessibility of multiple newsletter related touch points, including in the inbox and in sign up experiences.

May 2022 to January 2023

**Product Design Intern**

*The New York Times - Audio*

Contributions are currently under an NDA, but my role has involved sketching and in depth prototyping, leveraging competitive analysis and user research in ideation, auditing design systems and improving related organization and documentation.

January - May 2022

**Brand Strategist Consultant**

*MiTravel*

Developed a new visual identity system and set of resources for the the social media team to leverage resulting in a more cohesive brand image.