

Dorothy Toth

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UX/UI + Strategy + Creative

As a dynamic UX/UI designer and creative strategist, Dorothy prides herself in providing smart, meaningful, and unique design that solves problems and adds value to the human experience. With over twenty years of experience in product design, advertising, and publishing, she brings design leadership, strategic thinking, and hands-on support to team environments. Dorothy is grateful to share her passion and expertise as a user champion, creative partner, and brand expert.

Skills

Collaboration / Empathy / Creativity / Listening / Design Systems / Figma / GitLab / Copywriting / Data Visualization / Information Architecture / Sketching / Wireframing / Layout Composition / Infographics / Mockups / Prototyping / UI Design / Branding / Color Theory / Gestalt Principles / Icon Design / Typography / HTML / CSS / Project Management / Adobe Creative Cloud / Affinity Diagrams / Card Sorting / User Interviews / Usability Testing

Experience

BI Worldwide

July 2022 – Present

Minneapolis, Minnesota, United States

Lead UX Designer

August 2023 – Present

- Fosters authentic relationships with Product Owners, Product Analysts, Development Teams, and Stakeholders to yield strong collaboration, nuts-and-bolts problem solving, and open ideation around challenges
- Incorporates feedback to build simple interfaces around complex experiences, while maturing product design through digestible, iterative releases
- Creates, governs, and advances multiple design systems for specific uses including data visualization, notification deployment, and platform interfaces
- Builds experiences for both platform and administrative users of a single, multi-tenant solution

Senior UX Designer

July 2022 – August 2023

- Bridged big ideas across business objectives, design configuration, and development requirements to bring outstanding experiences to life
- Championed accessibility and internationalization by designing to WCAG standards and securing language compatibility across our platform
- Overhauled central design system to align with design and development objectives while scaling contents to mirror production environment
- Ensured consistent, reusable patterns across all experiences and screen sizes

Reason + Rhyme Design Studio

December 2020 – August 2023

Minneapolis, Minnesota, United States

Creative Director + UX/UI Designer + Founder

- Created comprehensive brand systems, brand standard guidelines, creative strategy, and wireframe and hi-fidelity prototypes for small- to medium-size businesses
- Produced exceptional, on-brand creative by collaborating with industry professionals including web and app developers, photographers, and digital, traditional, and large-format print experts
- Sought ways to continually improve information access for users through dynamic visual communication

ABDO

September 2013 – March 2021

Minneapolis, Minnesota, United States

Marketing Director

September 2020 – March 2021

- Dot-connected initiatives and campaigns to innovative visual communication across all environments including in-print and on-screen
- Ideated and executed marketing materials for national events and promotions
- Translated requests and ideas from outside teams into concrete products that supported innovation and adhered to brand standards

Creative Director

September 2013 – September 2020

- Created a robust brand system with the flexibility to encompass all products, marketing, and communications, while increasing product discoverability for consumers
- Developed and launched several divisions of books, including two that incorporated user websites, accessed via QR codes or passwords
- Streamlined the user flow for online and PDF library processing forms, while tying the two together for hardcopy Customer Service output and Fulfillment Team reference
- Leveraged and realigned all product metadata into one consistent database of available product attributes; developed new system for Editorial Team to tag data to any product
- Redesigned and launched a series of three unique responsive user websites based on one shared database, each with its own unique value and user purpose
- Lead creative team of 8 by providing art direction on design projects, clear expectations on deliverables, and hands-on support

May Advertising

2004 – September 2013

Minneapolis, Minnesota, United States

Art Director

- Developed outstanding creative and marketing design that clarified business objectives and engaged consumers

- Participated in a wide range of projects to execute deliverables including trade show booths, product mock ups, HTML newsletters, print advertisements, annual reports, and Minnesota state fair booths
- Collaborated with account executives to focus on project goals and turn them into deliverables

Education

University of Minnesota

Certificate, UX | UI

December 2021 – June 2022

- User Experience/User Interface Bootcamp: a 6-month intensive program covering UX design and human-centered design thinking, UI design and interaction design, and, front-end development and web prototyping

Bachelor of Science, Graphic Design

September 1998 – June 2003

Volunteerism

Second Harvest Heartland

Food Sorting and Packing

January 2024 – Present

- Ensures nutritious food reaches those in need by sorting, labeling, weighing, and packing fresh produce, bread, and canned goods for distribution into our local community

American Red Cross

Blood Donor

March 2020 – Present

- Supports the American Red Cross with blood donations at local drives on a regular basis

Heart of Robbinsdale Community Foundation

Foundation Member, Design and Marketing Volunteer

January 2012 – December 2016

- Ideation and support for various fundraising events and initiatives
- Event planning, marketing, and execution