



Bettina de Beer

UX Design | Research | Product Management | Strategy Lead

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PROFESSIONAL SUMMARY

Senior UX/Product Design leader with deep expertise in customer discovery, experience strategy, and end-to-end enterprise product design. Known for turning ambiguous problem spaces into clear, actionable direction through research, data synthesis, and collaborative facilitation. Adept at aligning Product, Engineering, Marketing, and Executive stakeholders while championing customer-centric, outcome-driven decisions. Skilled in modern design systems, design thinking, and AI-enhanced workflows that accelerate insight generation, prototyping, and decision support.

PROFESSIONAL EXPERIENCE

Customer Experience (CX) Discovery & Strategy Lead | HP | August 2025 – Present

Lead end-to-end customer discovery and upstream experience strategy for HP.com Shop, shaping problem definition, prioritization, and roadmap direction across global markets.

- Direct discovery for key journeys including Consideration, Navigation, Returns, Supplies, Account, and Support.
- Design and facilitate Discovery Sprints, synthesizing VoC, behavioral data, usability testing, analytics, and competitive insights into actionable recommendations.
- Translate complex qualitative and quantitative insights into decision-ready narratives, journey maps, and opportunity frameworks.
- Act as a strategic bridge between Product, UX, Engineering, Merchandising, Marketing, Customer Support, and Analytics.
- Shift teams from solution-first to outcome-driven decision making by defining problem spaces and success criteria upfront.
- Convert discovery outputs into product opportunity statements, experiment hypotheses, UX requirements, and Jira-ready problem definitions.
- Produce executive-ready readouts that influence roadmap direction and investment decisions.
- Establish repeatable discovery models, playbooks, and best practices adopted across US, EMEA, APJ, and Latam teams.
- Use AI-powered synthesis tools (Hey Marvin, Copilot, Claude) to accelerate insight generation and pattern detection.

Senior Product Designer | HP | July 2023 – July 2025

Design lead partnering with Product, Engineering, and business stakeholders to define and deliver customer-centric software experiences across HP's ecosystem.

- Translated complex product requirements into intuitive, easy-to-use solutions using customer-centric design methods.
- Created user flows, wireframes, prototypes, and high-fidelity mockups in Figma; documented UX/UI behaviors and handed off to development.
- Drove alignment with engineers and product managers, negotiating improvements to elevate customer experience and reduce friction.
- Participated in research and user testing; integrated insights into iterative design roadmaps.
- Applied and extended HP's design system to ensure consistency, scalability, and accessibility.
- Facilitated cross-functional design thinking workshops to clarify requirements and reduce ambiguity.
- Advocated for design thinking and customer-first principles across teams.
- Leveraged AI tools (Copilot, ChatGPT, Claude, Hey Marvin) to accelerate synthesis, ideation, and documentation.

Senior UX/UI Designer | TRUCKSTOP.COM | *January 2020 – March 2023*

- Designed responsive SaaS experiences for a diverse set of personas within a large enterprise web application.
- Created wireframes, prototypes, and interaction patterns; communicated design strategy and detailed behaviors to engineering.
- Solved complex workflow and data-heavy design challenges using research and data-driven insights.
- Collaborated with designers to evolve components and patterns within the design system.

Senior Interaction Designer / UX Researcher | TEAGUE | *August 2018 – October 2019*

- Conducted research across discovery, concepting, and user testing phases; translated insights into product strategy and design direction.
- Facilitated workshops, requirements gathering, and product definition sessions.
- Mentored junior designers and contributed to cross-disciplinary collaboration.

Senior UX Lead | Deloitte Digital | *September 2016 – March 2017*

- Led user research, usability studies, and synthesis to inform design solutions.
- Created user flows, wireframes, and prototypes; collaborated with visual designers and engineering.
- Assessed product usability and recommended improvements based on data and best practices.

Senior UX Architect | Garrigan Lyman Group | *July 2013 – September 2016*

- Defined interaction models, task flows, and UI specifications for enterprise and consumer experiences.
- Presented end-to-end scenarios and design solutions to stakeholders; collaborated with creative and engineering teams.

Senior Interaction Designer | AT&T Mobility | *January 2009 – July 2013*

- Designed user-focused web processes and interfaces for ecommerce and account management experiences.
- Produced interaction flows, architecture documentation, and wireframes for business and technical teams.

Technical Director, Information Architecture | AT&T Mobility | *November 2006 – July 2008*

- Managed a team of six UX architects defining the user experience for AT&T's Premier business applications.
- Developed standards, patterns, and front-end strategies; partnered with research, design, content, and engineering teams.
- Advocated for UX and guided team growth and talent development.

Senior Producer / Program Manager | Classmates.com | *December 2004 – June 2005*

Program Manager | Microsoft (Windows XP Media Center Edition) | *October 2003 – October 2004*

SKILLS

UX & Product Design: Wireframing, Prototyping, User Flows, Journey Mapping, Information Architecture, Interaction Design

Research & Strategy: VoC Synthesis, Usability Testing, Interviews, Surveys, Heuristic Evaluation, Discovery Sprints, Problem Framing, Opportunity Mapping, Workshop Facilitation

AI-Enhanced Capabilities: AI-assisted synthesis, automated insight extraction, AI-accelerated prototyping, prompt-driven ideation, workflow optimization using Copilot, ChatGPT, Claude, Hey Marvin

Tools: Figma, Miro, Photoshop, InDesign, JIRA, SurveyMonkey, Optimal Workshop, Google Analytics, Adobe Analytics, Fullstory, Qualtrics

EDUCATION

Pacific Lutheran University

BFA: Communication – Broadcast Journalism/Video Prod. & Public Relations.