

Bettina de Beer

UX Design | Research | Product Management

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PROFESSIONAL SUMMARY

- Contribute to design culture, evangelizing and promoting UCD standards and best practices.
- Leverage existing, or produce new, design patterns to create designs ready for development.
- Develop conceptual diagrams, wireframes, visual mockups, click-throughs, and prototypes.
- Plan and conduct interviews with users, stakeholders and other subject matter experts, to identify business opportunities, problems and recommend strategies.
- Facilitate workshops with stakeholders and subject matter experts to identify business opportunities, problems and brainstorm strategies.
- Translate business and functional requirements into use cases, user flows, detailed wireframes, interactive prototypes and design layouts.
- Evangelize and promote user-centered design principles and best practices internally and externally via shared online resources, case studies, workshops, and UX community involvement. Serve as a UX consulting resource within the company.
- Present and review proposed user experience strategies and definition documents at internal review and client meetings. Provide solutions based on human factors and user research, web analytics, and industry best practices.
- Plan and carry out research and usability studies to evaluate existing interactive products. Analyze findings to produce reports, presentations and journey maps.
- Create and maintain UX wiki repository for team documentation such as research templates, creative briefs, personas, etc.
- Managed a team of six UX architects, guiding their collaboration efforts with stakeholders to find designs that optimally balance company, stakeholder, and user needs.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | TRUCKSTOP.COM

January 2019 – March 2023

Leveraged existing user feedback and user needs to drive product designs. Collaborated with PMs to streamline requirements and limit edge cases. Looked for opportunities to aid users, by identifying opportunities for innovation that would make their experience easier. Utilized research and data to validate assumptions and apply cross-product thinking. Facilitated ideation sessions and workshops with designers, stakeholders, and subject matter experts, while communicating the rationale and goals of workshops.

Senior Interaction Designer / UX Researcher | TEAGUE

August 2018 – October 2019

Performed research and recommended products and/or features that helped achieve business goals and improve the experience for users. Participated in all project phases, including discovery, concept creation, wireframing, prototyping and user testing. Involved in requirements-gathering activities, workshops, and product definition exercises and synthesized the data collected into applicable insights that drove the experience strategy and product design. Mentored junior designers to help them transition to more senior roles.

Senior UX Lead | Deloitte Digital

September 2016 – March 2017

Provided team with an expert lens on the design process and tactical execution, to help evolve and expand the team's capabilities. Lead user research, such as interviews, surveys and usability studies. Translated research insights into solutions. Designed user flows, wireframes and created prototypes for communication with the business, engineering and for usability studies. Collaborated with visual designers and translate UX requirements for development. Gauged the usability of new and existing products to make constructive recommendations based on data, best practices and industry trends.

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

Defined interaction models, user task flows, and UI specifications. Presented scenarios, end-to-end experiences and screen designs to stakeholders. Collaborate with creative director and engineering on interaction solutions, prototypes and responsive web design.

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

Formulated and defined user-driven web processes and designed user interfaces based on an understanding of user motives, ecommerce business processes and technical considerations. Documented user interaction flows and architecture, and wireframes for the business and technical teams.

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

Built out a team of six UX architects leading and managing the team in defining and creating the user experience for AT&T's Premier business sites and web applications. Lead the team, in collaboration with the research, design and content teams, to build documentation templates, and promote successful cross-functional communication and partnerships with the business product management, project management and engineering teams. Developed standards and patterns for customer experience and business goals and created front-end solutions and strategies that met both users' and business stakeholder's needs. Was responsible for the growth and talent development of the UX team and acted as an advocate for the team's role by communicating the impact of the services they provide.

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

Drove alignment among business, technical and creative resources, implementing online marketing and business strategies. Accountable for distilling business requirements, negotiating goals, inventing solutions, documenting functionality and delivering results on consumer-facing internet projects of every description. These included new product features, communication tools, multi-channel campaigns, and more.

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

Responsible for defining the goals, vision, and feature set of Online Spotlight for MCE; working across groups; establishing and monitoring project plans, schedule, and deliverables; driving communication and teamwork, and making the right tradeoffs to launch Online Spotlight in the right timeframe. Responsible for all facets of project management; defining, documenting and communicating process, design/content structure, managing localization and writing partner specifications. Worked with team members to define project requirements and ensure that the appropriate cross-functional organizations are involved to implement the final product.

Information Architect/Developer | Microsoft (Hardware) through Ascentium *April 2003- August 2003***Web Producer | Microsoft (www.microsoft.com/windows/) through S&T Onsite** *January 2002- January 2003***Web Design Instructor | ITT Technical Institute** *November 2001- June 2002***Senior Web UX Designer | License Online** *March 2000- August 2001***SKILLS**

Wireframing	Flow diagrams/use cases	Prototyping	Content strategy
Persona creation	Journey mapping	Interviewing	User surveys
Heuristic analysis	Usability testing	Card sorting/affinity diagrams	Sitemaps/IA

TOOLS

Figma	Sketch	InVision	Photoshop
Keynote/PowerPoint	InDesign	JIRA	SurveyMonkey
Optimal Workshop	Usability Hub	Google Analytics	Pendo

EDUCATION**Pacific Lutheran University***Bachelor of Fine Arts*

Major: Communications – Broadcast Journalism/Video Production and Public Relations.

COURSES & MEMBERSHIP

- Puget Sound SIGCHI
- UX Strat
- Edward Tufte Courses