

BETH WEGNER

UX Design, Strategy and Leadership

PROFILE

A UX Strategy and Design Lead with over 12 years of experience as a UX designer and 5 years of experience leading and managing teams. Educating clients while mentoring designers, she leads by design.

PROCESS

Following a good process ensures better outcomes. While there is never a perfect project with unlimited time or budget, experience informs which tools to pull out of the toolbox.

Qualitative and Quantitative Analysis

- User Interviews
- Observation
- Personas
- User Stories/Journey Maps
- User Flow Diagrams
- Wireframes
- Prototypes
- Usability Studies
- Iteration

FAVORITE TOOLS

Axure RP
Sketch
Adobe CC
Omnigraffle

EDUCATION

MA Product Design

San Francisco State University & Brunel University

BS Special Ed & Rehab

Minor: Fine Art

University of Arizona

Center for Innovation and Entrepreneurship

Santa Clara University

CONTACT

AUTUMNBETH@GMAIL.COM
www.autumnbeth.com
linkedin.com/in/bethwegner/

EXPERIENCE

Senior Product Designer/Design Research Lead *Netflix* 2018- Present

Lead UX researcher and service designer for Netflix MarTech.

Laid the foundation for unified workflows and automation.

- Designed and led the user research program across product teams, guided users to establish innovative workflows that share resources
- Collaborated with designers in creating tooling to automate and track creation of marketing assets such as trailers and key art.

Lead UX Designer *Deloitte Digital* 2016 - 2018

Lead UX designer on multiple projects. Responsible for workshops, client presentations, research, interaction design, wireframes, and leading development through execution. Mentored junior designers.

Co-Founder and CEO *AB Collective* 2013-Present

Founded AB Collective enabling design professionals advance their careers by learning a skill or tool. Developed training tutorials and curriculum of UX tools and processes. Clients have included PBS, The County of Los Angeles, Disney, The Capital Group, and others.

UX Design Lead *Wells Fargo, Wholesale Internet Banking* 2013-2016

Streamlined the Wells Fargo design process by pioneering the adoption of early prototyping. Designed elements of a rich responsive web framework to be used across multiple products. Led a design team to create fully responsive (adaptive) Axure Widget Libraries and templates for reuse by 30+ designers. Gained adoption by presenting prototypes and documented processes to managing directors across business, QA and engineering teams for approval.

- Trained teams in Axure. Developed customized training materials including tutorials and videos for general Axure use and specific complex widgets in the libraries
- Managed project and collaboration by utilizing Jira and Confluence.

Lead UX Designer *Consulting and Freelance* 2010-2016

Led UX design processes to create new and enhanced functionality for responsive web and mobile applications.

Mentored junior designers, estimated project scope and timelines for sales estimates, and participating in sales pitches.

- Sephora
- The Capital Group
- Guidance Solutions Agency
- The Starlight Foundation
- Karten Design
- Target

Web Strategist *Adobe* 2007-2009

Translated product, site, and sales needs across multiple business units into single customer facing website. Led A/B testing initiatives, Managed merchandising site updates for all Adobe product launches and ad campaigns including Acrobat 9 and Creative Suite 4 in 29 languages and 44 countries.

Mobile Designer, Localization and Community Experience *Nokia* 2005-2007

Designed web and mobile projects for Nokia gaming division.

- Defined and implemented projects to improve user experience. Wrote use cases and functional specifications.
- Led research investigations, creating cost/benefit decision-making guidelines for senior management in localization decisions for new gaming platform.

COMMUNITY

Design for Good *AIGA Chair Los Angeles* 2015-2016

Axure Users Group *Founder Los Angeles* 2013- Present

LAUX Meetup *Leading Member Los Angeles* 2012- Present