

# Beth Wegner

Leader in UX Strategy and Design

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 and mentoring designers, leading with design.

## EXPERIENCE

### **Netflix, Hollywood CA** — *UX Research Lead*

MAY 2018 - MAY 2019

Led UX research and service design initiatives for Netflix Marketing Technology team, laying the foundation for unified workflows and automation. Guided users to establish innovative workflows that share resources. Collaborated with designer and engineering to create automation and tracking tools for the creation and launch of marketing assets such as trailers and key art.

### **Deloitte, Los Angeles, CA** — *Lead UX Designer*

JUNE 2016 - MAY 2018

Led Fortune 500 clients through UX design, research and strategy of Digital Transformation Projects.

Facilitated workshops, conducted user interviews and ethnographic studies. Led client presentations, created user journeys, personas, creative matrices and designed wireframes and interactions from design through development. Hired designers, established team processes and mentored junior designers. Clients included Toyota Financial Services, Amgen, Republic Services (WellKept), and the State of California.

### **Wells Fargo, San Francisco, CA** — *Lead UX Designer*

SEPTEMBER 2013 - FEBRUARY 2016

Streamlined the Wells Fargo Wholesale Internet Banking team's design process while 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. Managed project and collaboration by utilizing Jira and Confluence.

### **Freelance Consultant, Los Angeles, CA** — *UX Lead*

SEPTEMBER 2012 - FEBRUARY 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.

### **AB Collective, Los Angeles, CA** — *Co-Founder and CEO*

SEPTEMBER 2013 - PRESENT

Founded AB Collective enabling design professionals advance their careers by learning

## PROCESS

Following a good process ensures better outcomes. While there is never a perfect project with unlimited time or budget, experience informs which methods to use.

## SKILLS

Qualitative and Quantitative Analysis  
Leading Workshops  
User Interviews  
User Stories/Journey Maps  
User Flow Diagrams  
Wireframes  
Prototypes  
Usability Studies

## FAVORITE TOOLS

Axure RP  
Sketch  
Invision  
Adobe CC  
Omnigraffle

## CONTACT

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a skill or tool. Developed training tutorials and curriculum of UX tools and processes. Clients have included PBS, The County of Los Angeles, The Capital Group, and others.

**Adobe, San Francisco, CA — *Web Strategist***

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.

**Nokia, San Francisco, CA — *Mobile Designer, Localization and Community Experience***

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.

**EDUCATION**

**MA Product Design**

*San Francisco State University, San Francisco, CA*

*Brunel University, London, UK*

**BS Special Education and Rehabilitation**

*University of Arizona, Tucson, AZ*

**Certificate in Innovation and Entrepreneurship**

*Santa Clara University, Santa Clara, CA*

**COMMUNITY**

**AIGA Los Angeles** — *Design for Good Chair*

**Axure Users Group Los Angeles** — *Founder*

**LAUX Meetup** — *Leading Member*