Elizabeth "Beth" McCormick

Senior Product Designer in Washington DC

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beffie.design   password: hushproject!

PROFESSIONAL EXPERIENCE

Senior Product Designer | Flexcar   November 2022 – November 2023

- Shipped design centered products with multiple stakeholder groups for consumer and enterprise systems
- Produced six different enterprise tools for the data collection and management of in-fleeted vehicles, increasing customer service operations by 21% total within a span of 12 months
- Bridged design and development to create the Swaps feature, enhancing customer needs with vehicle fulfillment by 14% within 9 months
- Conducted moderated user testing sessions and user interviews to gain quality insight into our customer and associate needs
- Partnered with data analytics teams to find user patterns as well as monitor the results of A/B testing
- Spearheaded workshops and collaboration sessions for better design thinking with product design teams in order to foster a more innovative work culture
- Improved the hiring and on-boarding process through improved documentation and meeting structure
- Established cross-collaboration with product and engineering teams on the product roadmap for the Mobile 2.0 app

Product Designer | Fetch Rewards   April 2022 – November 2022

- Communicated conceptual ideas with product management, data science, business intelligence, engineering, marketing, and executive teams to showcase innovative ways for increasing consumer engagement with partnering brands
- Designed the Milestone feature for Fetch Clubs, increasing user sign-ups by 10% bringing the total to 1M+ active users within a 4 month span
- Leveraged UX patterns and design systems alongside market analysis, journey maps, wireframes, and prototypes to deliver engaging designs

Senior UI Designer | GEICO   December 2017 – April 2022

- Advocated for high quality and consistent interfaces across mobile and web applications based on existing design research, design patterns, and accessibility standards
- Implemented a quicker quote approach in the sales application, increasing sales by 36% within one year with the use of OCR scanning technology
- Assessed designs based on user behaviors through qualitative research and quantitative analysis

- Contributed to a design system and component libraries to enhance operation consistency across application teams
- Mentored 5+ designers and coached interns in cross-functional teamwork and company operations

Chapter Lead | Ladies Wine and Design (Volunteer)   March 2016 – January 2019
- Fabricated engaging workshops, lectures, and monthly social gatherings
- Coordinated special events, including budget planning and venue coordination
- Fostered partnerships with local venues, sponsors, and guest speakers
- Promoted events through social media platforms

Visual Designer | Potomac Communications Group   April 2012 – November 2017
- Managed website design and development—including wireframes, design concepts, and mockups—before launch for clients
- Developed digital strategies and processes to market and engage users to client websites
- Worked independently on a cohesive brand that reflects the mission of the company through brand guidelines and in-house marketing materials

MEMBERSHIPS

AIGA, Junior League, Women Who Code, Women in Product

SKILLS

Design-Related: UX/UI Design, Visual Design, Interaction Design, iOS, Android, WCAG Accessibility Standards, Design Systems, Rapid Prototyping, Digital Animation

User Research: Moderated Usability Testing, User Stories, Object Oriented User Experience (OOUX), Journey Mapping, SurveyMonkey, Competitive Analysis, Information Architecture, Card Sorting

Leadership: Project Management, Product Strategy, Problem Solving, Visual Storytelling, Verbal Communication

Tools: Adobe Creative Suite (Photoshop, Illustrator, & After Effects), Figma, Miro, Protopie, Sketch

ACHIEVEMENTS

Quoted in UX Booth's article, *Why UX is an Imperative in the Insurance Industry's Digital Transformation* by John Fukuda

Awarded WebAwards for Employment Standard of Excellence winner for Grace Hopper Page for GEICO

Awarded 3rd Place at Adobe XD Creative Jam in Washington D.C.

EDUCATION

Certificate of Completion, User Experience– General Assembly
Bachelor of Science, Graphic Design– Towson University