

Elizabeth “Beth” McCormick

Lead Product Designer based in Washington D.C.

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SUMMARY

Elizabeth is a dynamic product design innovator is passionate driving impactful design solutions for both B2C and B2B systems. Her expertise lies in UX/UI design, visual storytelling, fostering cross-functional collaboration, and operational efficiency. She has proven ability to lead design initiatives with Fortune 500 companies, start ups, and agencies. She is enthusiastic about leading forward-thinking designs that resonate with users and elevate brand experiences. Moreover, she is committed to mentoring emerging designers and promoting a culture of creativity and excellence.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Capital One

July 2024 – Present

- Shipped design centered products with multiple stakeholder groups across B2C and B2B systems
- Expand the growth and customer acquisitions portfolio for our retail partner brands— Williams Sonoma, BJ's, and REI— with the Hosted App experience creating \$85B in revenue
- Partnered with data analytics teams to track new user patterns as well as monitor the results of A/B testing in order to find strategies to increase engagement in the Capital One App
- Conducted a company wide research initiative into paperless credit card statement motivation in order to save the company \$7M in paper costs through focus groups and unmoderated user testing
- Spearheaded workshops and collaboration sessions for better design thinking with product design teams in order to foster a more innovative work culture

Senior Product Designer | Flexcar

November 2022 – November 2023

- Produced six different enterprise tools for the data collection and management of in-fleet vehicles, increasing customer service operations by 21% total within a span of 12 months
- 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

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 automated technologies, such as OCR scanning and Telematics

- Contributed to a design system and component libraries to enhance operation consistency across product and application teams
- Assessed designs based on user behaviors through qualitative research and quantitative analysis
- Mentored 5+ designers and coached interns in cross-functional teamwork and company operations

Senior Visual Designer | Potomac Communications Group

April 2012 – November 2017

- Managed website design and development—including moodboards, wireframes, design concepts, and mockups—before launch for clients
- Worked independently on a cohesive brand that reflects the mission of the company through brand guidelines and in-house marketing materials
- Developed digital strategies and processes to market and engage users to client websites

COMMUNITY IMPACT & LEADERSHIP

Design Leadership Chair | Junior League of Washington

May 2023 – Present

- Directing the design production of events, messaging, and promotional items that advocate the league's volunteer efforts
- Assembling and managing a team of volunteers to execute the visual designs requests from different chairs
- Educating the league's members on how to implement design principles in visually oriented tasks and activities

Chapter Lead | Ladies, Wine and Design

March 2016 – January 2019

- Organized and created engaging workshops, lectures, and monthly social gatherings to inspire, engage, and motivate female creatives
- Coordinated special events, including budget planning and venue coordination while fostering partnerships with local venues, sponsors, and guest speakers

SKILLS

Leadership: Product Management, Product Strategy, Problem Solving, Cross Collaboration Team Building

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

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

Tools: Adobe Creative Suite (Photoshop, Illustrator, & After Effects), Figma, Miro, Protopie, Sketch, Axure, UserTesting.com, Suvey Monkey, JIRA, Confluence

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 Design – General Assembly

Bachelor of Science, Graphic Design – Towson University

