

Elizabeth “Beth” McCormick

Senior Product Designer in Washington D.C.

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PROFESSIONAL EXPERIENCE

Senior Product Designer | Capital One

July 2024 – Present

- Shipped design centered products with multiple stakeholder groups for B2C and B2B systems
- Expand the growth and customer acquisitions portfolio for the credit line of business for our retail partner brands—Williams Sonoma, BJ's, and REI— with the Hosted App experience
- 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 \$4M 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

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

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

SKILLS

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

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

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, Product Design for AI – Udemy

Certificate of Completion, User Experience Design – General Assembly

Bachelor of Science, Graphic Design – Towson University

