Bethany Smith / 1820 Cambridge Drive / Alameda, CA 94501 / 510-205-1477 bethany@basdesign.com

Skills & Capabilities

Over 15 years experience providing services in UX research, and design for web-based and mobile application products for a broad range of clients and industries. Extensive experience in Lean UX methodologies for uncovering customer and business needs and identifying innovative solutions through the following activities:

- Define and iterate UX research processes on a per-project basis through analysis of existing data structures, contextual inquiry, field analysis, and market segments including quantitative and qualitative activities.

- Use of persona profiles, scenarios and design concepts to engage stakeholders and team members by using an approach that simulates product vision and end user / customer experiences. Market research and analysis of brand and customer loyalty, trends, evolving products, tangential and competitive models.

- Hands-on design and Interdisciplinary team management and close collaboration with executive, engineering, design and marketing teams to drive consensus around the user experience and scope of the initiative.

Professional Experience and Achievements

1/01-present - **BAS Design - UX Research and Design / Principal**

Consulting service specializing in UX strategy and design for Fortune 500, mid-market and start-up companies. BAS utilizes a hands-on, visually-rich approach which provides insight into business strategy, customer and user experience, marketing initiatives, partnership opportunities and scope of work. BAS services include:

- Engaging stakeholders for effective collaboration and impact from actionable research activity.

- Conducting lab usability evaluations, field studies, heuristic evaluations, surveys, and participatory design methods.

- Customer and user research involving feedback, task and workflow analysis and reporting. Persona, profile, use case and scenario development to integrate requirements and negotiate a unified application UX.

- Task flow modeling, processes flow diagrams, and business case modeling as well as designing UX solutions in a click-through prototype format for leading collaborative work sessions for consensus on vision and roadmap requirements. Design specifications (UI / IA / CSS), for collaborative engineering assessment and implementation.

- Competitive analysis based on market research, trends analysis and user/customer experiences.

- Design and facilitation of usability and user feedback sessions, including recruitment activities, writing screeners, connecting with potential participants, tracking status and writing scripts. Post feedback and usability activity includes results reporting within presentation design and development.

- Ongoing collaboration with product teams (Executive stakeholders, Product Managers, Designers, and Developers) for UX strategies, research guidelines and methodologies.

BAS has provided strategy and design services for over 50 application products. Clients include Adobe, Cisco Systems, Blue Shield, Charles Schwab, eBay, and numerous start-ups. BAS has provided UX research and modeling for web-based, mobile, and TV application products ranging across cloud computing models SaaS, PaaS, Big Data, and on-premise offerings. Examples and case studies available upon request.

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Professional Experience and Achievements (cont.)

3/00 -1/01 - **Unexplored - VP, Creative Strategy**

Online specialty travel company (start-up - 45 employees), promoting consumer travel information and developing a real-time reservation system. System infrastructure included a content management system and reservation application development. Hands-on designer and leader with responsibilities to include:

- Management, leadership and mentoring design staff of 8.

- Market and customer research, competitive and trends analysis and usability testing.

- Development of application models, design concepts and solutions demonstrating business opportunities, customer experiences, and product solutions, as well as overseeing UI and visual design, brand and roadmap requirements across all products.

12/98-3/00 - **vivid studios - Creative Director**

100-person firm providing strategy, design, and engineering services. vivid acquired by ModemMedia in 2000. http://www.modemmedia.com Responsibilities included:

- Creative direction across interdisciplinary teams. Led collaboration with clients, inspiring creativity and innovation aligned with objectives and business strategy. Mentored and guided designers across projects as well as providing hands-on design deliverables such as wire-frames, visual design and click-through prototypes.

- Project definition and scoping, from RFP, competitive assessment, positioning models, UX design and specification. Field studies, heuristic evaluations, surveys and participatory design methods.

12/96-12/98 - **OnDisplay, Inc. - Creative Director / Product Development (UI)**

Employee 15 of a start-up company that grew to 70 employees and was acquired by Vignette in 2000. OnDisplay offered supply chain and infrastructure management software. Responsibilities included:

- Creative direction and product UX / UI and interaction design.

- Definition, development and successful launch of internet e-commerce web sites showcasing product technology. Conducting feedback sessions, usability evaluations

- Marketing materials and presentations.

4/96-12/96 - **Altro Solutions, Inc. – Sr. Interaction Designer**

Consulting, software development and systems integration firm providing expertise in automated content management for fortune 500 clients. Altro acquired by http://www.burntsand.com in 2000). Responsible for prototype and final designs for web-based products focused on supply chain management, sales force automation and content personalization.

7/95-4/96 - **Aaron Marcus and Associates, Inc. - Sr. UI / IA / UX Designer**

Design consulting firm providing user interface for web applications, wireless devices and productivity applications. http://www.amanda.com. Lead designer and project manager for internet / intranet and proprietary software application projects with American Airlines, including field research, usability testing and prototype designs.

5/94-7/95 - **Mobile/Wearable Computer Lab - Robotics Institute, School of Computer Science, Carnegie Mellon University - UI / IA Designer**

Lead designer on an interdisciplinary team assigned to development and design of products and applications for internet/intranet and mobile / wearable computers for U.S. Navy and U.S. Marines. Designed web-based internet / intranet sites for military projects (US Navy) and designed product UI for head-mounted mobile display (U.S. Marines). Conducted field analysis, feedback and usability testing across multiple applications on site.

12/90-4/94 - **Multimedia Lab - Carnegie Mellon University - School of Computer Science UI Designer**

Designed user interfaces for projects used in an interactive classroom series entitled, "How Things Work in Computer Science". Designed user interface solutions for multiple SCS projects within Speech Recognition and Computer Science labs. http://www.cs.cmu.edu/

Education:

1994 - Carnegie Mellon University BFA, School of Design
Graduated with University honors. Completed course work while participating in multiple projects within School of Computer Science as well as Robotics Institute and Human Computer Interaction Institute (HCI).

Received training and guidance on HCI supported methodologies for contextual inquiry, user research and in-field research.

1986-89 - University of Pittsburgh - Communications Major.

1979 - Pennsylvania Governor's School for the Arts

Other Information:

NSA - Security Clearance (Secret - level1) - Cleared for classified work with US Navy (Naval Pacific Meteorology and Oceanography Center–Pearl Harbor, HI) and for classified work with US Marines Corps (Camp Pendleton, CA)