

USER EXPERIENCE LEADERSHIP

BETH GOLDMAN | San Francisco, CA
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WHY ME?

Highly focused strategic leader with demonstrated success defining UX goals and priorities, and managing and mentoring large internal and external teams with a passion for creating an environment where talented UX professionals can grow, achieve their goals, and create products customers can't live without.

17+ years' experience leading the design of compelling and successful user experiences for desktop and web-based, and mobile consumer and business applications in fast-moving, customer-driven, collaborative and innovative environments.

WHAT I'VE BEEN UP TO LATELY

DIRECTOR OF USER EXPERIENCE @ LATTICE ENGINES (2014 - 2016)

San Mateo, CA

Successfully launched first UX-driven product at Lattice: Lead Prioritization for Marketers.

Drove the research and responsive design of the Sales-facing UX for the Lead Prioritization product.

Collaborated with the VP of Product to develop vision for Prospect Discovery and Segmentation applications.

DIRECTOR OF USER EXPERIENCE @ INSIDEVIEW (2010 - 2013)

San Francisco, CA

Responsible for increasing product adoption and engagement by providing an exceptional user experience. UX initiatives helped double Total Monthly Active Users within a year.

Inspired and managed a growing team of designers and UI engineers in the US and India, with a 100% retention rate for designers.

Worked on contract basis for three months to ensure a successful transition while the company searched for a new UX leader.

STRATEGIC UX CONSULTANT @ VARIOUS CLIENTS (2010 - PRESENT)

San Francisco, CA

Fatwallet | Defined UX strategy, design direction, and hired and mentored UX designer to enable future success, and redesigned key areas of the application, increasing shopping click performance of the Store Page by 4%.

PayPal | Worked with internal team to explore new IA for entire PayPal site.

USER EXPERIENCE MANAGER @ SPLUNK (2008 - 2009)

San Francisco, CA

Hired and mentored design intern who created fundamental UI taxonomy and design standards that were used during design and implementation.

Led the redesign of the application framework and key product features for Splunk 4.0 and the Splunk Platform.

STAFF / SENIOR INTERACTION DESIGNER @ YAHOO! TRAVEL (2006 – 2008)

Santa Clara, CA

Led product strategy and design of first social shopping offering at Yahoo!, including business model, concepts and the product Deal Center to drive revenue via deals.

Created a prioritized roadmap and drove product strategy and design of multiple released features with internal and external design resources based on contextual research, including a site IA redesign, Destination Finder and My Travel.

SENIOR UI DESIGN LEAD @ INTUIT: QUICKEN SOLUTIONS & HEALTHCARE (2005 – 2006)

Mountain View, CA

Developed expertise in the area of customer-driven innovation, a methodology to understand users needs and motivations, and evaluate designs against them.

Led product definition and design of new consumer Healthcare offering within Quicken (Health Expense Tracker) from concept to detailed design, which included managing a team of internal designers and consultants.

INTERACTION DESIGNER / USABILITY ENGINEER @ PEOPLESOFT CRM (2003 – 2005)

Mountain View, CA

Conducted various types of research (card sorting, contextual inquiries, and usability testing to create new product concepts, lead the redesign of the Customer Support Agent and Communications and Chat console, and design UI patterns for use across the CRM product suite.

DESIGN DIRECTOR @ ZAQ INTERACTIVE SOLUTIONS (2000 – 2002)

Toronto, ON

Led the design of all web-based online marketing solutions, managing internal designers and front-end developers when needed.

SENIOR INTERFACE DESIGNER @ HYPERION SOLUTIONS (1998 – 2000)

Toronto, ON

Managed UCD (User Centered Design) function within business unit, and hired and mentored two UI designers to execute against product priorities.

Led the design, and filled required product team gaps by defining and validating product requirements as interim Product Manager for Strategic Performance Management software.

WHERE I LEARNED SOME OF WHAT I KNOW

University of Central England, Birmingham Institute of Art & Design
Birmingham, UK

MA with Distinction in Industrial Design (Product Design), Interface Design

Ontario College of Art & Design
Toronto, Ontario

OCAD, Honors Diploma in Industrial Design