

BETH SOUCY

SENIOR UX DESIGNER

CONTACT

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AREAS OF EXPERTISE

Usability Testing, Prototyping, Information Architecture, User Research, Web Design, Visual Design Industrial Design, Storyboarding, Persona Creation, Team Leadership, Communication, Client Relationships

TECHNICAL SKILLS

Proficient

Sketch, Principle for Mac, Invision, Zeplin, Adobe Creative Suite (Illustrator, InDesign, Photoshop), Rhino, Keyshot, Webflow

Familiar

Proto.io, Flinto, Marvel, Adobe After Effects, HTML, CSS

EDUCATION

Rhode Island School of Design

BFA Industrial Design, 2013

Brown University

BA Environmental Studies, 2013

Inaugural Class of the Brown-RISD Dual Degree Program. One of 13 students accepted to the program.

Proactive, self-motivated, and versatile UX Designer with 4+ years of experience. Strong skills in team leadership, strategic thinking, and project management combined with a track record of success in delivering multiple simultaneous projects on-time and on-budget, driving human-centered design processes forward with strong execution.

PROFESSIONAL EXPERIENCE

Loft LLC, Providence, RI & Seattle, WA

SENIOR UX DESIGNER (Jan. 2017 - Present)

UX DESIGNER (May. 2014 - Jan. 2017)

Hired as a UX Designer and promoted to senior role with responsibility to manage the Seattle office and its staff. Design and develop mobile, web, and embedded applications for client accounts including Bose, Square, Amazfit, Dick's Sporting Goods, and Savant. Lead project teams of up to 4 people to utilize best practices for ux development and user-centered design. Develop and refine usability testing protocols to adapt to client needs and budget.

ACHIEVEMENT HIGHLIGHTS:

- Forged strategic partnerships that brought in \$145,000 in new client work. Independently managed six client relationships that resulted in high client satisfaction and repeat business.
- Owned the redesign of the Loft website (www.loftllc.com) which rapidly brought in \$100K in new business, and contributed positively to existing business relationships.
- Developed processes and templates for creating system architecture and information architecture designs, resulting in improved efficiency.
- Pioneered the use of prototyping software early in the design process to validate concepts, streamline information architecture, and provide final motion graphics polish to refined designs.

KEY PROJECTS:

- Developed UX for biomedical software used for intravascular imaging. Led discovery research, system architecture, visual design, usability testing, and preparation for FDA compliance checks. Identified predicate software's pain points and solved them; for example, sped up time for patient onboarding.
- Redesigned software used to control benchtop analyzers on-time and on-budget for 908 Devices.
- Designed apps to control devices as part of the company's initiative to create Internet-of-things (IoT) solutions for clients, including an app used to control an entertainment device for adults, a smart thermostat for Savant, and a smartphone app to control commercial speaker systems for Bose.

Watson Furniture, Poulsbo, WA

INDUSTRIAL DESIGNER (Aug. 2013 - Feb. 2014)

Designed accessories for a furniture line, reporting directly to the VP of Design. Created concept sketches, CAD models, and aesthetic prototypes.