Bethany Nuechterlein

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Experience

Self-Employed
2021 - Present

Product Designer
I founded, designed, and built Scout, a tool to help people find natural wine. I also co-founded and designed Pop-in, a mobile app that helps friends meet up in real life, and designed and built web and mobile projects for HBO and other clients.

Lumi
2015 - 2021

Lead Product Designer   2019 - 2021
I designed a multi-platform marketplace that connects e-commerce brands with packaging manufacturers. This work reduced the average quote request response time by 50% and the average sales hours per client by 40%. I also built a new design system using Figma and created a design system wiki.

As a design leader, I interviewed and onboarded new design hires, led weekly design review sessions, and mentored junior designers. I was also an integral member of our small product team, developing feature requirements and using data to advocate for features that would improve our clients' experience.

Senior Product Designer   2017 - 2019
I designed an internal tool for managing orders, quotes, and shipments. I also created a quote request flow and built a design system using Sketch.

Founding Product Designer   2015 - 2017
I designed a platform for creating and ordering custom packaging, a marketing site, and brand collateral.

Slate Studio
2014 - 2015

Interactive Designer
I designed a fitness streaming app for Lionsgate, a mobile app for an aeronautics startup, and a CMS tool. Other clients included Tribeca, Oracle, and Machinima.

Freelance
2013 - 2014

Interactive Designer
I designed an online store for a women's clothing retailer and designed and built websites for shows on IFC and Comedy Central.

Sprocket House
2012 - 2013

Web Designer
I designed websites, branding and collateral for small businesses. Clients included a non-profit, an energy company, a restaurant, a distillery, and a production company.

ReverbNation
2011 - 2012

Web Designer
I was the sole designer responsible for the UI/UX of a music networking platform. I designed a band profile page, a music player, and other features.

Education

University of North Carolina at Chapel Hill
2006 - 2010

Bachelor of Arts in Design and Visual Communications
Relevant courses: Web Design, Computer Programming, 3D Modeling & Animation, Logic, Video & Audio Production, Photography, Psychology

Skills

Tools
Figma, Sketch, Framer, Adobe Creative Suite, HTML/CSS, Javascript, PHP, Python, React

Design Skills
End-to-end Product Design, Design Systems, Prototyping, Wireframing, User Research & Testing, User Flows, Web Design, Front-end Development, Branding, Sketching, Illustration, 3D Modeling

Leadership Skills
Hiring, Development, Mentoring, Educating, Team Culture Leadership