

Bethany L. Acheson

UX Designer

bethanyacheson.com
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EXPERIENCE

Liberty Mutual, Direct Sales - Product Designer

NOVEMBER 2019 - PRESENT

Lead and execute innovative, user-centered design solutions resulting in a frictionless quoting experience for online customers. Strategize and design complex responsive applications through collaborative partnerships with UX team members, product, research, analytics and engineering teams. Execute design process through competitive analyses, storyboards, persona/scenario development, Design Thinking sessions, user task/interaction flow diagrams, IA, wireframes, prototypes and delivery of final visual design. Identify user research needs and oversee user studies, usability and in-market testing with rapid iteration based on feedback.

Liberty Mutual, Direct Service & Claims - Product Designer

NOVEMBER 2018 - NOVEMBER 2019

Partner with product, research, and developers to drive innovation and improve upon overall customer experience of online claim filing and policy management. Implement UX design process—design sessions, storyboards, personas/scenario development, user task/interaction flow diagrams, IA, wireframes, prototypes and final visual design. Conduct immersive user research, user studies and usability testing.

Liberty Mutual, Direct Service & Claims - Contract UX Designer

APRIL 2018 - NOVEMBER 2018

Apply the design process through discovery and research, scenario development, user task/interaction flow diagrams, IA, wireframes, prototypes and delivery of final visual design. Conduct immersive user research, and participate in usability testing. Partner with product, research and engineering teams to plan and develop effective customer experiences.

Jobcase.com - Contract UX Designer

MARCH 2018 - APRIL 2018

Implement IA strategy to guide users through specific site flows. Wireframes and high-fidelity design of the overall user experience for a new channel of the Jobcase platform.

bethanyacheson.com - Creative Director, Owner

MAY 2012 - MARCH 2018

Conceptualize, photograph and digitally manipulate images for print and online advertising, catalogs and direct mail. Creative direction and web site design. client list: au bon pain, Converse, Timberland, Hood, BJ's, Staples, Baskin Robbins, Vistaprint, Velcro, Ideapaint, Hill Holliday, Montserrat College of Art, Mechanica

MullenLowe - Photographer & Creative Retoucher

MARCH 2007 - APRIL 2012

Art Direct and style photo shoots for high-profile clients. Lead creative retoucher and composite artist for a team of twenty creatives.

client list: JetBlue, Zappos, FAGE, Timberland, Stride Rite, Panera, Stop & Shop, Foxwoods, New England Aquarium, The Boston Bruins, Four Seasons, Swiss Army

TOOLS

Sketch
Axure
InVision
Adobe Creative Suite
Powerpoint
Lucid Chart
Jira
Canon DSLRs

SKILLS

Wireframing
Visual Design
User Research
Business Analysis
Scenarios & User Flows
Persona Development
Interactive Prototyping
CSS / HTML5 / JavaScript

EDUCATION

General Assembly

UX Design Immersive Certification

Boston University

BA in Art History

Massachusetts College of Art

Coursework in Fine Art and Design

Boston University Corporate Ed

Web Design Certification

COMMITTEE INVOLVEMENT

Liberty Mutual Digital

Diversity & Inclusion Committee

2020 Leadership

2019 Member