Bethany McGreevy

At the heart of design is storytelling. When we do user research, we tell the stories of what people need from technology, so we know what to build and how. When we create brand standards and marketing campaigns, we're communicating the story who we are as a company to the customers we have and seek. These are the kinds of stories I like to tell, in product design, user research, and visual design.

EXPERIENCE

PG&E San Francisco, CA
Serve as product designer within an internal IT group dedicated to using technology to support the safe, efficient maintenance of gas and electric utilities.

Expert Product Designer (2018–present)

- Act as design lead on enterprise implementation of scheduling platform using Salesforce Field Service, including months-long research program involving dozens of interviews, workshops, syntheses, gap analyses and presentations

- Develop custom solution designs, and assist with business analysis, Salesforce admin function, QA, change management, training and user support

- Act as design lead for a custom iOS app to document field construction projects, including dozens of research activities in the field and office, and the development of user flows, personas and prototypes to support this work

- Design a custom sketch feature for ad hoc construction drawings

- Collaborate on information architecture and cross-product design systems

CREDO Mobile/Working Assets San Francisco, CA
Worked in a variety of design and technology roles for a mission-driven mobile reseller whose services fund progressive nonprofits and activism.

Design Director (2015–2017)

- Led a small team of designers in the creation of multi-channel marketing

- Developed creative processes and brand standards

- Collaborated with engineering teams on e-commerce website projects, product launches and various partnerships

Lead UX/UI Designer (2013–2014)

- Led a cross-department team handling design and front-end development for e-commerce and customer websites, including full responsive redesign and customer self-service app for Android and iOS

Designer (2005–2013)

Freelance Oakland, CA

Designer and Illustrator (2002–present)

- Consult on website design projects, create illustrations for packaging and branding projects

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SKILLS & TOOLS

- Product design and prototyping
- User research and user testing
- iOS, responsive web design and mobile-first strategies
- Agile development methods, including Scaled Agile Framework (SAFe)
- Design thinking
- E-commerce design
- Art direction
- Brand development
- Print design and production
- Illustration
- Adobe CC
- Sketch/InVision
- HTML, CSS and some jQuery

EDUCATION

California College of the Arts
BFA, Illustration

Middlebury College
BA, Russian Language & Literature