



# Chad Wetherbee

## Senior UX Product Designer

✉ info@chadwetherbee.com

☎ 917-544-8498

📍 Doylestown, Pennsylvania

🌐 chadwetherbee.com

in chadwetherbee

### Overview

- Expertise in translating complex user needs into intuitive and user-centric designs, ensuring seamless interactions across various platforms.
- Deep understanding of the latest UX methodologies and tools, consistently integrating user feedback to refine and optimize product designs.
- Skilled in conducting user research, usability testing, and data analysis to inform design decisions and enhance user engagement.
- Demonstrated proficiency in crafting wireframes, prototypes, and high-fidelity mockups, ensuring clear communication of design intent to development teams.
- Proven ability to lead cross-functional teams, fostering collaboration and driving projects from conception to completion with a focus on user satisfaction.

### Capabilities

- Product Design
- UX Leadership
- Design Strategy
- User Interface Design
- Interaction Design
- Design Systems
- Rapid Prototyping
- User Research
- Persona Development
- User Journeys
- User Testing
- Heuristic Evaluations
- Information Architecture
- Wireframing
- ChatGPT & Generative AI Prompting

### Experience

Nov 2022 - Dec 2023 📍 Remote

 **Senior UX Designer** - Consultant  
**PricewaterhouseCoopers Digital**

- Led UX design for PwC's service platform, scaling products with targeted research, effective data visualization, and rapid prototyping to boost user experience and client engagement.
- Oversaw diverse design projects, balancing priorities with quick iterations and prototypes, enhancing the design library within the UX team.
- Improved communication with clients and teams, clarified complex solutions, established cohesive UI designs, and collaborated with developers for integrated and functional product designs.

Apr 2021 - Sep 2022 📍 Remote

 **Senior Product Designer** - Consultant  
**Virtusa**

- Specialized in customized Product Design and UX Architecture, focusing on the unique needs of the Point-of-Sale, Hospitality, Restaurant, and Banking industries to enhance user experiences and operational efficiency.
- Led a team of UX designers, overseeing their project contributions and promoting their professional development, fostering a culture of innovation and excellence.
- Directed the UX strategy, ensuring the timely delivery of practical and effective design solutions that meet business goals and user expectations.

Nov 2020 - Apr 2021 📍 Remote

 **Senior Product Designer** - Consultant  
**International Media Investments**

- Designed intuitive, engaging interfaces for "Summit", enhancing user experience across a platform dedicated to interconnected news stories in science, economics, politics, and more.
- Led cross-disciplinary collaboration with reporters, editors, and data journalists to ensure design supported complex, interrelated content delivery.
- Implemented innovative storytelling through interactive elements and data visualization, improving content engagement and comprehension.

May 2020 - Oct 2020 📍 Remote

 **Senior UX Designer** - Consultant  
**Prudential Financial**

- Led UX design for B2C retirement planning products, converting complex user requirements into intuitive interfaces through a detailed design process involving extensive user feedback and testing.
- Enhanced financial platforms by implementing data-driven design decisions, leading to significant improvements in user engagement and satisfaction.
- Adapted design strategies to align with evolving user behaviors and market trends, ensuring continuous improvement in service quality and user experience.

Mar 2019 - Feb 2020 📍 Remote

 **Senior UX Designer** - Consultant  
**Springboard Retail**

- Led UX design, enhancing the platform's usability across omnichannel retail operations by crafting intuitive user interfaces and ensuring seamless customer experiences.
- Conducted extensive user research and feedback analysis to drive improvement, collaborating closely with cross-functional teams to translate insights into actionable design solutions.
- Developed and tested prototypes, leading usability testing sessions to refine features and functionalities, contributing to the platform's strategic design direction and user satisfaction.

Mar 2016 - Sep 2018 📍 Remote

 **Principal UX Architect**  
**Adobe**

- Crafted and delivered premium visuals and assets, facilitating seamless collaboration with cross-functional teams to ensure efficient design-to-development transitions.
- Oversaw UX projects from start to finish, conducting heuristic evaluations, user research, and creating wireframes and prototypes to guide development.
- Advocated for user-centered design principles, conducting client workshops and devising digital strategies to enhance user experience and engagement.



## Industries & Clients

### Automotive:

Ford, Lexus, Volvo

### Banking & Finance:

American Express, Barclays, Charles Schwab, Citibank, Datek, Fleet Bank, Morgan Stanley, PricewaterhouseCoopers, Prudential

### Consumer Goods & Retail:

Coors Brewing, Diageo, Goodyear, M&M Mars, Pink, Sears

### Consulting & Professional Services:

Accenture, Andersen Consulting, IHS

### Energy:

Chevron, Mobil, Shell

### Government:

Food & Drug Administration

### Healthcare & Pharmaceuticals:

Aranesp, Boston Scientific, Kaiser Permanente

### Media & Entertainment:

20th-Century Fox, Billboard, CNN, DirecTV, Forbes, IFC, Paramount, Showtime, Songza

### Publishing & Education:

Elsevier, Summit

### Technology & Software:

ADP, Adobe, Intel, Microsoft, Motorola, Xerox

### Telecommunications:

AT&T, Cingular, MCI, Telstra, Worldcom

### Travel & Hospitality:

City Eats, Marriott, Shift 4, United Airlines

## Awards

### 2013 Investor Relations Society Awards

Shell Investor Relations and Media App

### 2013 Digital Impact Awards

Shell Investor Relations and Media App

### 2012 British Medical Association's Medical Book Awards

Elsevier Netter's Anatomy Atlas App for iPad

### 2011 Integrated Marketing Awards

Microsoft "Make Education Great" website

### 2009 The Webby Awards

TheLadders.com website

### 2005 The Webby Awards

Adobe Photographers Directory website

## Education

Montclair State University College of the Arts

BFA - Graphic Design

## Experience

Nov 2010 - Mar 2016  New York, NY



### Design Director Tigerspike

- Directed the Design team, steering product strategy, setting creative direction, and developing interactive designs; partnered with the UX team to deepen user research through comprehensive feedback analysis.
- Worked closely with clients to define brand strategy, collect user insights, establish design parameters, and unveil creative solutions.
- Created a diverse array of UX and UI assets, such as information architecture, user flows, wireframes, visual designs, prototypes, and comprehensive design systems.
- Clients: ADP, American Express, AT&T, DirecTV, Elsevier, IHS, IFC, Kaiser Permanente, Scripps Network, Sears, Shell, Songza, Telstra and 20th-Century Fox

Feb 2010 - Aug 2010  New York, NY



### Senior Art Director Time Inc.

- Developed and executed creative strategies in collaboration with the Marketing team to increase brand awareness across a variety of platforms.
- Aligned creative vision with business objectives, leveraging various media channels to effectively reach target audiences.
- Managed the creative process from concept to execution, ensuring all outputs are consistent with the brand's vision and marketing goals.
- Clients: Dove Chocolate, Ford, Microsoft and Snickers

Apr 2009 - Feb 2010  New York, NY



### Senior Art Director - Consultant Grey Healthcare Group, JWT, Mcgarrybowen

- Directed a variety of clients' strategic and creative campaigns for across mobile, web, and social platforms, significantly improving online advertising effectiveness and engagement.
- Developed and refined compelling concepts for diverse platforms and target groups, ensuring high resonance and impact with audiences.
- Led client pitch development and presentations, aligning creative strategies with client objectives and fostering strong collaborative relationships.
- Clients: AdWeek, Billboard, The Hollywood Reporter and Inmusic

Oct 2006 - Apr 2009  New York, NY



### Creative Director The Ladders

- Directed the creative vision and UX strategy for Ladders, enhancing the platform's usability and aesthetic appeal to better serve high-earning professionals.
- Led a multidisciplinary team in the design and implementation of user-centered solutions, significantly improving site navigation and user engagement through research and testing.
- Collaborated with cross-functional teams to ensure cohesive brand experience across the website, driving innovative design initiatives that aligned with business objectives and user needs.

May 2005 - Sep 2006  New York, NY



### Senior Art Director - Consultant FCB, Garrigan Lyman Group, Razorfish, VML

- Drove the creative development and art direction of website concepts, tailoring designs to meet specific client requirements and objectives.
- Directed strategy and visual execution for impactful online advertising campaigns, enhancing brand visibility and engagement.
- Led client pitch design presentations, ensuring creative alignment with objectives and effectively communicating strategic value.
- Clients: Baileys Irish Cream, Chevron, Jose Cuervo, Evian, Guinness, Hampton Inn, Mobil, Morgan Stanley, Motorola and Volvo