

Chad Wetherbee | Principal Product & User Experience Designer

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As a Principal Product Designer with over 20 years of experience, I partner with mid-size to Fortune 500 companies across diverse industries, designing B2B and B2C enterprise products. I lead and mentor design teams focused on enhancing current products and driving new 0-to-1 product development, from concept to launch, leveraging AI adoption, emerging technologies, and user-centric design solutions. My approach blends strategic planning, design thinking, research, and collaboration to uncover challenges and deliver impactful solutions that support growth and innovation.

EXPERIENCE

Southern Company

Senior Experience Designer

Jul 2024 - Oct 2024

Southern Company, a premier energy provider committed to sustainable energy solutions, engaged me as a Senior Experience Design Consultant to lead user experience and design strategies for its customer-facing website and a new 0-to-1 AI chatbot.

- Led strategic UX efforts to redesign and simplify the customer-facing website, including complex processes such as account management, bill payment, and service requests, significantly improving usability and functionality for millions of energy consumers.
- Designed and integrated an AI-powered chatbot to enhance customer support, enabling automated responses for common inquiries and improving overall user engagement.
- Drove business-aligned innovation by integrating comprehensive user research, prototyping, and usability testing to optimize customer journeys and enhance overall user satisfaction.
- Collaborated cross-functionally with stakeholders, subject matter experts (SMEs), and development teams to align design solutions with broader business objectives and operational goals.

Professional Development / Career Break

Generative AI and Advanced Design Technologies

Jan 2024 – Oct 2024

Completed a diverse range of certifications in Generative AI, Conversational AI, AI Workflow Integration, AI Chatbots, Computational Design, Prompt Engineering, Project Management, Leadership, Data Analytics, and Ethical AI. This hands-on training equipped me with the expertise to effectively leverage these technologies and drive innovation in future client projects.

Comprehensive list is available in the [Licenses & Certifications section on LinkedIn](#).

PwC

Senior UX Designer

Nov 2022 - Dec 2023

PwC, a global leader in professional services specializing in assurance, tax, and advisory solutions, engaged me as a Senior UX Design Consultant to lead user experience and design strategies for several clients' new 0-to-1 customer platforms.

Key Achievements across various platforms:

27% increase in platform customer engagement

19% reduction in customer support queries

32% improvement in client satisfaction

- Directed UX and design efforts for financial dashboards and data visualization tools, driving increased user engagement and client satisfaction.
 - Designed an AI-powered Insurance Claims Management System that streamlined claims processing, reducing errors and improving operational efficiency for insurance adjusters.
 - Ensured design solutions met business goals by collaborating with cross-functional teams, including stakeholders and SMEs.
 - Streamlined usability across platforms by enhancing user journeys, conducting user research, and performing usability testing.
 - Strengthened consistency across multiple platforms through strategic refinements of PwC's design systems.
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Shift4

Principal Product Designer

Apr 2021 - Sep 2022

Shift4, a leading provider of integrated payment processing and technology solutions, engaged me as a Principal Product Design Consultant to lead user experience and design strategies across 4 of the client's new 0-to-1 product solutions.

Key Achievements across various products:

23% increase in restaurant operations efficiency for restaurant management app

31% increase in Point-of-Sale system adoption of restaurant point-of-sale and CRM app

18% increase in mobile contactless payments for mobile ordering and payment app

- Led the design strategy for four new products across platforms, including Point-of-Sale systems, CRM solutions, restaurant management, and contactless payment systems.
 - Applied data-driven insights to refine design solutions, ensuring alignment with both user needs and business objectives.
 - Collaborated with stakeholders, SMEs, and developers to align product features with business goals and technical requirements.
 - Standardized design components to create a cohesive experience across platforms, ensuring scalability and consistency.
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Grid

Lead Product Designer

Nov 2020 - Apr 2021

Grid (formerly Summit), a subscription-based news platform delivering in-depth coverage of global issues, engaged me as a Lead Product Design Consultant to spearhead user experience and design strategies for the client's new 0-to-1 new platform.

Key Achievements across platform:

22% increase in subscribers

36% increase in average daily engagement time

4.5/5 average feedback score for user satisfaction

- Led the UX and design team for a new subscription-based news platform, delivering native apps and responsive web platforms.
 - Boosted engagement and storytelling by implementing innovative design techniques, interactive elements, and data visualization.
 - Collaborated with journalists, editors, and stakeholders to deliver seamless content experiences across digital platforms.
 - Improved design efficiency and collaboration through the development of a scalable design system.
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Prudential Financial

Senior UX Designer

May 2020 - Oct 2020

Prudential Financial, a global leader in insurance, investment management, and financial products, engaged me as a Senior UX Design Consultant to lead user experience and design strategies for its customer retirement products.

- Led UX for retirement planning products, transforming complex requirements into personalized financial dashboards and content.

- Enhanced product alignment with user behaviors and market trends through interviews, user research, and usability testing.
 - Collaborated with designers, developers, and stakeholders to deliver cohesive design solutions that improved satisfaction.
 - Refined and managed the design system, ensuring consistency and scalability across platforms.
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Springboard Retail
Senior UX Designer
Mar 2019 - Feb 2020

Springboard Retail, a cloud-based POS and CRM platform for retailers, engaged me as a Senior UX Design Consultant to lead user experience and design strategies for its new 0-to-1 product solution.

Key Achievements across platform:

29% faster transactions with streamlined processes

24% improved data accuracy with real-time inventory updates

67% improvement in sales operations from enhanced mobile performance

- Led the design of a new retail POS & CRM platform, optimizing workflows and enhancing sales performance.
 - Empowered sales associates with real-time data access through the design of iPad and iPhone apps.
 - Streamlined retail operations by leveraging data insights and conducting usability testing.
 - Developed a scalable design system to ensure consistency across mobile and tablet platforms.
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Adobe
Principal UX Architect
Mar 2016 - Sep 2018

Adobe Consulting Services, which provides consulting and support for companies leveraging Adobe's digital solutions, hired me as a Principal UX Architect to lead user experience and design initiatives for various clients' digital solutions.

- Developed UX and design strategies for digital solutions, aligning them with business goals across Adobe's cloud-based platforms.
 - Managed and mentored design teams, fostering collaboration and elevating overall design quality.
 - Validated design solutions through research and testing, refining customer journeys and prototypes to improve satisfaction.
 - Collaborated cross-functionally to ensure design efforts aligned with both business needs and technical requirements.
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Tigerspike
Design Director
Nov 2010 - Mar 2016

Tigerspike, a global digital services company specializing in custom software and application development, hired me as the Design Director to lead UX and design strategies for various clients' digital solutions.

- Led the design strategy and execution for digital transformation projects, ensuring alignment with client business objectives.
 - Fostered creativity and collaboration within the design team by mentoring designers and leading innovative design practices.
 - Improved product usability and customer experiences through user research and customer journey refinement.
 - Collaborated with clients and development teams to align user needs, technical limitations, and business goals.
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EDUCATION

Montclair State University – BFA Graphic Design

SKILLS

- Product Design
- User Experience
- Customer Experience
- Team Management
- User-centered Design
- Strategic Planning
- Stakeholder Engagement
- Cross-Collaboration
- Design Thinking
- Design Ideation
- Problem Solving
- User Interface Design
- Interaction Design
- Prototyping
- Design Direction
- Mobile Design
- Web Design
- Design Systems
- Figma
- User Research
- User Testing
- Hands-on Design
- Visual Design
- Design Research
- Usability Testing
- Generative AI Tools
- Conversational AI
- Emerging Technologies
- Wireframing
- Information Architecture
- Data Visualization