

Bethany Lankin

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Experience

Lead UX/UI ► Inspire11

January 2020 - April 2020, Chicago, IL

- Lead UX/UI for the AAA Auto Club Group mobile experience redesign
- Designed marketing materials and created case studies

Lead UX ► Ricoh Americas Corporation

April 2014- July 2019, Chicago, IL

- Led a team of user experience architects, information architects, and front-end developers for a well-established B2B organization
- Designed the header and footer for a global website redesign for 64 unique websites in 20 languages
- Created purchase, discovery, and support flows for responsive websites and punchout catalogs
- Created and established a set of wireframe guidelines and a global UX pattern library

Senior User Experience Architect ► Sears Holdings Corporation

April 2011- April 2014, Chicago, IL

- Created a new home page architecture that incorporated personalized/targeted marketing, and responsive design concepts for Sears.com
- Created a universal product detail page pricing module
- Created dynamic promotional content modules for Sears home page, vertical, search, and shopping cart pages and Deals of the Day and Sears Local Ad home page modules

Senior User Experience Architect ► CNA

August 2007 - December 2010, Chicago, IL

- Developed, directed, and executed a full UX product development lifecycle including requirements definition, interface design, usability testing, and on-going monitoring and evaluation of customer satisfaction and effectiveness for the Claims division
- Designed end-to-end, web-based system software for both Claims and Finance applications
- Created a Usability Enterprise Architecture Design Patterns and Standards manual

Usability Lead Architect ► ABN AMRO Bank

January 2002 – July 2007, Chicago, IL

- Defined a usability research strategy for Personal Financial Services Group software applications
- Designed new interfaces for bank teller and personal banking software applications

Tools/Skills

Axure RP, Sketch, iRise, InVision, InDesign, Photoshop, Illustrator, UserTesting, Tobii, HTML, CSS, SharePoint, Balsamiq, Microsoft Suite, Agile

Education

Northern Illinois University

B.F.A. Visual Communication Design, 1994

Human Factors International

Certified Usability Analyst, 2007

Projects

Lead UX/UI ► After the Prairie

Chicago architecture, art, and history podcast