[Lara] **Beth Mitchell**
Principal UX Designer

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Hello, I'm Beth.
I solve the hard problems.

Principal UX Designer @ Cricut

2020 – 2024 / Salt Lake City, UT (Remote)

I led the UX design for two brand new stand-alone mobile apps: the *Cricut Joy* app and the *Cricut Heat* app. These apps pioneered new ways of designing for and interacting with the Cricut Joy Cutting Machine and Cricut BTE-connected Heat Presses, respectively–– in addition to establishing a new team structure and Agile development process within Cricut. I subsequently brought design principles and learnings from these projects to bear on Cricut's legacy design app, *Design Space*, to envision modern, easy-to-use, future-looking features and app concepts.

> *Cricut Patent Applications (Pending)*

- Automatic Layer Flattening with Real-time Visual Depiction / Filed June 9, 2021
- Island Detection / Filed January 31, 2023

Senior UX Designer @ Swim Interaction Design Studio

2009 – 2020 / San Francisco, CA

UX Designer @ Swim Interaction Design Studio

2004 – 2009 / San Francisco, CA

Following a user-centered process, Swim designed experiences for a wide variety of products and devices, providing user & domain research, direct observations, journey-mapping, strategy, ideation, design sprints, wireframing, prototyping, user testing, design specifications, oversight of implementation, and usability testing, as needed. Clients included Gap Inc., GoPro, Metromile, Dolby, David's Bridal, and Cricut.

Education

MFA , Painting
San Francisco Art Institute, CA

BA, Art Theory & Practice
Northwestern University, IL

Skills

Strategic thinking
Systems thinking
Design Mentorship
Rapid prototyping
High & lo-fi wireframes
Information architecture
Journey mapping
Usability testing
UX copywriting & documentation
Design Sprints
Heuristic evaluations
Cross-platform design
Hardware/Software integration
Internationalization

Software

Figma
Sketch
Illustrator
Photoshop
InDesign
Balsamiq
Miro
Lucidchart
Jira