

[Lara] **Beth Mitchell**

Principal UX Designer • San Francisco, CA

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Hello, I'm Beth.

I'm a UX Designer with a deep curiosity about human behavior and a commitment to making intuitive & engaging experiences. I solve the hard problems.

## Professional Experience

Principal UX Designer @ Cricut

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

Led end-to-end UX design for two groundbreaking mobile applications at Cricut, revolutionizing how users interact with smart crafting hardware:

- Spearheaded design of the *Cricut Joy* and *Cricut Heat* apps from concept to launch, creating intuitive interfaces for cutting machines and BTE-connected heat presses
- Established and implemented new Agile development frameworks and team structures for these projects, setting organizational standards that improved efficiency and collaboration

Additional Key Achievements:

- Drove innovation in Cricut's flagship *Design Space* application by integrating cutting-edge features, including Generative AI capabilities, based on proven design principles and user insights
- Mentored and elevated the UX team's capabilities through design leadership and knowledge sharing, fostering a culture of excellence
- Design vision recognized through two patent applications as named inventor

Senior UX Designer @ Swim Interaction Design Studio

Jan 2012 – Dec 2019 / San Francisco, CA

UX Designer @ Swim Interaction Design Studio

May 2007 – Dec 2011 / San Francisco, CA

Led UX design initiatives in collaboration with cross-functional teams at major brands including Gap Inc., GoPro, and Dolby. Partnered with key stakeholders to execute comprehensive design processes from initial research through final implementation, encompassing user research, journey mapping, design sprints, and iterative prototyping. Delivered strategic solutions across diverse product ecosystems while ensuring optimal usability through rigorous testing and detailed specifications. Fostered collaborative relationships between design, engineering, and business teams to translate complex user needs into intuitive digital experiences.

## Education

MFA, Painting

San Francisco Art Institute, CA

BA, Art Theory & Practice

Northwestern University, IL

Microsoft Certification

Career Essentials in Generative AI

## Skills

Generative AI

User Experience Design

Product Design

Interaction Design

Strategic Thinking

Systems Thinking

Design Systems

Innovation

Leadership

Expert Communication

Rapid Prototyping

High & lo-fi Wireframing

Information Architecture

User Research & Testing

UX Copywriting

Design Sprints

Accessible Design

Hardware/Software Integration

Internationalization

Zero-to-one concept & design (0:1)

## Software

Figma

Sketch

Adobe Creative Suite

Miro

Html, CSS, Javascript