BETH JOHNSON

SENIOR PRODUCT DESIGNER

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Experience

Founder & Designer | OMO Fragrances | Remote - Los Angeles **01/2026 - Present**

• Built a D2C fragrance brand from concept to launch through a business accelerator: positioning, visual identity, and a Shopify storefront I designed and built.

Senior Product Designer | Big Cartel | Remote - Los Angeles **09/2024 - 01/2026**

• Led the end-to-end redesign of Big Cartel's legacy shipping experience as sole designer, partnering with Product, Engineering, and Support on a phased rollout, cutting shipping's share of support conversations by 65% and reducing shipping escalations to engineering to near zero.

• Led 0⟶1 design of digital products as sole designer, expanding the platform beyond physical goods into a new revenue stream; shops making digital sales each month tripled in the first year.

•Owned Big Cartel's subscription and upgrade flows, shipping 5 seller-facing features in 4 months, including a one-screen upgrade checkout, subscription pause, and a redesigned cancellation flow to reduce friction and churn.

Senior Product Designer | Experian | Remote - San Diego **05/2021 - 06/2024**

• Led and mentored a team of designers on Experian Partner Console, a B2B platform where partners onboard and implement Experian solutions; cut implementation time from 3 months to 5 days and costs by 85% ($850K projected annual savings).

• Led design of a white-label fintech platform that lets partners deliver Experian products directly to consumers, accelerating time to revenue by 3 months and generating $30M in revenue.

• Designed Experian's Digital Financial Management app 0⟶1 as sole designer, from research through launch.

• Spearheaded Experian's first end-to-end innovation initiative, designing a consumer credit experience for financial institutions and identifying a projected $40M market opportunity.

UX Designer | AT&T | Remote - Austin **04/2018 - 05/2021**

• Designed and A/B tested simplified authentication and identity flows for 65M+ customers, part of an initiative with $155M in planned 2020 operational savings.

• Designed key flows in Atlas, the field technician app, contributing to $410M in cost savings and recovered revenue.

• Contributed to unifying design across customer-facing experiences, improving NPS by 18 points.

UI Designer | Personify | Austin, TX **2017 - 2018**

UI/UX Designer | TOI | Austin, TX **2016 - 2017**

Education

MICA (Maryland Institute College of Art) **2019 - 2020**
MPS in UX Design | 4.0 Master's with distinction

St. Edwards University | Austin, Texas **2014 - 2016**
BA in Graphic Design Cum Laude | Dean's List

University Of Belgrano | Buenos Aires, Argentina **2013**
Emphasis in Graphic Design

University Of Barcelona | Barcelona, Spain **2012**
Emphasis in Hispanic Studies

Tools: Figma, Figma Make, Claude, Lovable (AI prototyping) · Jira, Linear · UserTesting, Maze · Shopify · HTML/CSS