

Lia Fetterhoff

Sr. UX Designer | San Jose, CA | lia.fetterhoff@gmail.com | swishie.com

Education

Academy of Art University
MFA in Web Design &
New Media
Graduated Cum Laude

UCLA

BA in Psychology,
Minor in Cognitive Science

Skills

Design strategy, wireframes, user flows, information architecture, content strategy, user research, prototyping, stakeholder presentations, design reviews

Tools

Omnigraffle (preferred),
Lucidchart, Sketch, Invision

Accomplishments

Awarded most innovative sprint,
Sprint lead - Payments in VR,
Google ACUX Sprint Week 2016

GS Warriors app named Webby
Honoree, 2013

GSW mobile app "App of the
Week" on TechNow!, 2012

Gave TIBCO Tech Talk on
Gamification, 2012

Finalist in Photography and
Usability categories at AAU
Spring Show, 2011

Platinum Page Award for best
Toastmasters Club website in SF
Bay Area, 2009

Professional Experience

Senior User Experience Designer at Google/Alphabet Mountain View, CA • February 2016-present

- Leads design for payments management UI in 55+ Google products
- Drives design strategy for business user segmentation
- Led sprint teams based on Google Ventures process

Senior User Experience Designer at Nest Labs/Alphabet Palo Alto, CA • March 2014-February 2016

- Led UX design for interactive marketing team
- Designed end-to-end experience of subscriptions on Nest Store
- Redesigned navigation for nest.com

User Experience Designer at GE Healthcare, Software Platform San Ramon, CA • August 2013-February 2014

- Consulted with product teams on UX and design strategy
- Developed strategy materials and roadmaps for various initiatives
- Managed identification of new patterns for design system

Manager, Experience Design at TIBCO Software, Inc. Palo Alto, CA • 2012-August 2013

Clients: Golden State Warriors (GSW), Discover, Safeway, Kohl's, EA
Products: TEA, MDM, Mainframe WebUI, Formvine, Silver Mobile

- Managed relationships with clients, product managers, stakeholders
- Collaborated with visual designers, copywriters and developers
- Interviewed and recruited interaction designers
- Helped establish processes and initiate collaborative team efforts

Additional Experience:

Contract UX Designer at Attik, San Francisco, CA (2011)

User experience and interaction design for rebranding of digg.com

Design Consultant at Global, Sunnyvale, CA (2011)

Consulting, design and branding identity efforts for B2B social network start-up

Associate Webmaster Intern at Google, Inc., Mountain View, CA (2011)

Designed Google Labs App Inventor and g.co, maintained other Google websites including: Google Voice, Google Latitude and acquisitions

Research Intern at GamificationCo (2011)

Conducted research on gamification strategy used in health games

Communications Coordinator at UCSF, San Francisco, CA (2006-2011)

Website redesign (HTML/CSS) and creation of marketing materials