

# 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