

WEBSITE

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# BETH OLARSCH

I am passionate about how UX design can drive value-added results to a corporate strategy. I believe that listening is most important, that everyone deserves a voice and that no detail is too small.

## EXPERIENCE

EXPERIENCE DESIGNER  
McKinsey Digital Labs  
New York, NY  
Jan. 2017 - present

With a team of designers and consultants, deliver best-in-class solutions to Fortune 100 clients. Translate business cases into design by evaluating consumer and competitive landscapes, and applying design thinking principles; facilitate concept sprints among C-suite executives - determine MVP's, design and produce working prototypes. Conduct user research (ethnographic, surveys, etc.), synthesizing into creating personas, empathy maps & journeys. Define UI specifications through wireframes, prototypes and style guides. Projects include UX, CX & IoT

UX CONSULTANT  
Freelance  
New York, NY  
Aug. 2014 - Dec. 2016

Worked with companies across a spectrum of industries, B2B and B2C. Clients included Hewlett-Packard, JPMorganChase, Bank of America, as well as startups such as Awl & Sundry men's apparel <http://awlandsundry.com>, and QuarterSpot, a small business lender.

FINANCIAL SERVICES  
Dec. 2003 - Dec. 2013

Prior to design I worked in financial services and consulting, with a focus on risk & compliance. I regularly liaised with stakeholders to drive value-added service, interviewing users to assess effectiveness of processes, identifying and addressing pain points, developing & reporting KPI's. Managed and mentored teams of up to 10 people and provided training on industry practices.

- Head of Operational Risk, INTLFCStone Inc. Feb. 2009 - Nov. 2013
- Director, Risk & Compliance, Treasury, AIG Inc. May 2007 - Feb. 2009
- Director, Operational Risk, Citigroup Inc. May 2006 - May 2007
- Senior Consultant, PricewaterhouseCoopers Dec. 2003 - Apr. 2006

## EDUCATION

SCHOOL OF VISUAL ARTS  
New York, NY

Coursework in visual design

GENERAL ASSEMBLY  
New York, NY

Certificate, UX Design

UNIVERSITY OF ROCHESTER  
Rochester, NY

MBA

BOSTON UNIVERSITY  
Boston, MA

BA, Economics & Art History

## SKILLS & TOOLS

ADOBE CC 

SKETCH/INVISION 

AXURE 

OMNIGRAFFLE 

RESEARCH 

STRATEGY 

WF/PROTOTYPE 

VISUAL DESIGN 