

Darren Beason

Product Design Lead / 25+ years experience

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Working at West Monroe creating design systems and enterprise applications.

WORK EXPERIENCE

West Monroe / Sr. Principal Product Designer

Jun 2022 - present

- Currently, built a design system for JD Power to consolidate 50+ applications into a single experience using AI to accelerate variable/token production. Also included leading the design of a new client marketplace for users to access to their applications, upsell other applications and gain insights using a new analytics tool for OEM automotive industry.
- Redesigned Blizzard's game deployment platform, with enhanced integration through an improved UX, and accelerating the release of game deployment to reduce time-to-deploy.
- Designed a mobile app for Monarch Landscaping to automate time tracking using geo-fencing, saving \$100,000s in the 1st year from waste, resource time and inaccurate time tracking.
- Lead design across clients from product strategy to release, collaborating across teams and stakeholders, and managing/coaching designers for success.

Verys (Acquired by West Monroe) / Lead Product Designer

Mar 2017 - Jun 2022

- Led the redesign of Bethesda's PC-native game launcher to support new features and extend the capabilities to support 25+ game titles.
- Redesigned Experian's credit marketplace to focus on users with low credit scores help get transparency before applying for a credit card – originating the "credit match" score logic used today. Redesign pulled in a 10% yoy revenue increase in the first year.
- Managed a team of designers, providing coaching and mentorship

Pricespider / Lead UX Designer

Nov 2014 - Jan 2017

- Designed a SaaS platform ecommerce solution for OEMs to track products being sold across retailer sites and track pricing.
- Designed product purchasing widget solutions for consumers to locate products and find a nearby store to purchase.

MotorTrend Group / Senior UI/UX Designer

Jan 2013 - Jan 2014

- Designed new TireRack native mobile app for managing the lifespan of tires purchased, including multiple tire use, garage for multiple vehicles, and tracking tire use for next purchase.
- Designed micro-sites for BMW, Chevy, and GMC to increase engagement through heavy interaction and storytelling of new model releases.

KEY SKILLS

Product Design
Agentic Design
UX Research
Prototyping
User Testing
Wireframing
Interaction Design

SOFT SKILLS

Coaching & Mentoring
Design Resource Management
Engineering Lingual
Product Strategy
Roadmap Definition
Technical Documentation
Project Management
Agile Methodology

EDUCATION

Laguna College of Art & Design
Graphic Design
Laguna Beach, CA

Marymount College
Fine Art
Palos Verdes, CA