

Chad Wetherbee | Senior Product Designer

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As a Senior Product & UX Designer with over 15 years of experience — and a consultant since 2019 — I collaborate with clients across industries including energy, financial services, retail, technology, and media to design SaaS and enterprise products for both B2B and B2C markets.

I lead and mentor design teams while working closely with cross-functional partners to shape new products from concept to launch and evolve existing platforms. My approach blends strategic planning, design thinking, and research to uncover challenges and deliver innovative solutions that drive engagement, operational efficiency, and business growth.

PROFESSIONAL EXPERIENCE

Senior Product Designer (Contract)

Southern Company

Jul 2024 - Oct 2024

Southern Company, a leading energy utility provider, brought me on to define UX strategy and lead design for its customer-facing website and a new AI-powered chatbot.

Key Outcomes:

Improved usability and accessibility across core customer workflows

Enhanced digital self-service and reduced support dependency through chatbot integration

Strengthened design alignment with business objectives through collaborative cross-functional execution

- Led a team of designers to modernize core user flows — including account management, bill payment, and service requests — improving usability, accessibility, and operational clarity.
- Designed and launched a conversational AI chatbot that deflected routine inquiries, enhanced customer self-service, and reduced support load.
- Conducted user research, prototyping, and usability testing to inform strategic design decisions and improve end-to-end customer journeys.
- Collaborated with cross-functional partners to align design direction with business goals and technical feasibility, supporting a smooth rollout and early user engagement.

Certifications & Training / Professional Development

Generative AI and Advanced Design Technologies

Jan 2024 – Jul 2024

Completed an in-depth series of certifications focused on AI technologies and methodologies, enhancing my ability to design innovative solutions in product and UX design. This hands-on training has equipped me to effectively apply these technologies to deliver impactful results for client projects.

Focus Areas:

- **Generative AI:** Advanced applications for creative problem-solving and design innovation.
- **AI Prompt Engineering:** Crafting precise AI inputs for optimized outputs.
- **Leadership in AI:** Managing and mentoring teams in AI innovation contexts.
- **AI Workflow Integration:** Streamlining operations with AI-driven automation.
- **Computational Design:** Algorithmic approaches to complex design challenges.
- **Ethical AI:** Strategies for implementing responsible, bias-free AI solutions.
- **AI Data Analytics:** Leveraging AI-powered insights for data-driven decision-making.
- **Conversational AI:** Development and implementation of intelligent chatbots and voice systems.
- **AI Chatbots:** Designing user-centric conversational systems for enhanced engagement.

Comprehensive list of certifications can be found in the [Licenses & Certifications section on my LinkedIn profile](#) or in the “**Certifications**” section at end my resume.

Senior UX Designer (Contract)

PwC

Nov 2022 - Dec 2023

PwC, a global leader in assurance, tax, and advisory services, brought me on to lead UX strategy and design execution across several enterprise platforms.

Key Outcomes:

27% increase in platform engagement

19% reduction in support queries

32% improvement in client satisfaction

- Directed a team of designers to deliver financial dashboards and data visualizations, significantly improving platform usability and user engagement.
 - Designed an AI-powered insurance claims system that streamlined adjuster workflows, reduced errors, and improved operational efficiency.
 - Conducted research, journey mapping, and usability testing to refine experiences and support measurable gains in satisfaction and support reduction.
 - Collaborated with stakeholders, SMEs, and developers to ensure alignment between design goals, technical feasibility, and business strategy.
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Principal Product Designer

Shift4

Apr 2021 - Sep 2022

Shift4, a leading provider of payment processing and commerce technology, brought me on to lead UX strategy and design execution across four new product initiatives.

Key Outcomes:

23% increase in restaurant operations efficiency (restaurant management app)

31% increase in POS system adoption (POS & CRM app)

18% increase in mobile contactless payments (ordering & payments app)

- Directed a team of designers to shape the UX strategy for four new products, including Point-of-Sale systems, CRM tools, restaurant management platforms, and mobile ordering/payment apps.
 - Leveraged data and research to refine product experiences and ensure alignment with both user needs and business priorities.
 - Collaborated closely with stakeholders, SMEs, and engineering teams to translate requirements into cohesive, high-performing product features.
 - Standardized design components and patterns across platforms, ensuring a scalable, consistent experience across the product suite.
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Lead Product Designer (Contract)

Grid

Nov 2020 - Apr 2021

Grid, a subscription-based news platform focused on global issues, brought me on to lead UX and design strategy for its new digital platform.

Key Outcomes:

22% increase in subscriber growth

36% increase in average daily engagement time

4.5/5 average user satisfaction score

- Directed a team of designers in launching native mobile apps and responsive web experiences for Grid's digital news platform.
 - Enhanced engagement and storytelling through interactive content design, innovative visual techniques, and custom data visualizations.
 - Partnered with journalists, editors, and stakeholders to deliver seamless, content-driven digital experiences across platforms.
 - Built a scalable design system to streamline collaboration and maintain consistency across mobile and web touchpoints.
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Senior UX Designer (Contract)**Prudential Financial**

May 2020 - Oct 2020

Prudential, a global leader in insurance and financial services, brought me on to lead UX strategy for its retirement planning products.

Key Outcomes:

Delivered clearer, more personalized retirement dashboards tailored to individual user goals

Strengthened usability and product-market alignment through strategic design research

Enhanced cross-platform design consistency and team collaboration

- Led UX initiatives to transform complex retirement planning data into personalized financial dashboards and content experiences.
 - Conducted interviews, user research, and usability testing to align product features with real user behaviors and market trends.
 - Partnered with designers, developers, and stakeholders to define and deliver cohesive, user-centered solutions.
 - Refined and expanded the design system to support consistency, scalability, and efficient cross-functional handoff.
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Senior UX Designer (Contract)**Springboard Retail**

Mar 2019 - Feb 2020

Springboard Retail, a point-of-sale and CRM platform for modern retailers, brought me on to lead UX strategy and design execution for its new mobile and tablet product suite.

Key Outcomes:

29% faster transactions via streamlined checkout workflows

24% improved data accuracy with real-time inventory updates

67% boost in sales operations through enhanced mobile performance

- Led a team of designers in building a retail-focused POS and CRM platform optimized for iPad and iPhone, empowering store associates with intuitive access to real-time data.
 - Streamlined core retail workflows using insights from user research, usability testing, and operational analytics.
 - Enhanced mobile performance and flexibility across devices, aligning with the needs of multi-store, multi-channel retailers.
 - Developed a scalable design system to ensure visual and functional consistency across mobile and tablet interfaces.
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Principal UX Architect**Adobe**

Mar 2016 - Sep 2018

Adobe Consulting Services brought me on to lead UX and product design strategy for digital transformation projects across a range of enterprise clients.

Key Outcomes:

Strengthened product usability and design maturity across client platforms

Guided design teams in aligning UX strategy with business and technical goals

Fostered a culture of collaboration, growth, and innovation within multidisciplinary teams

- Led a team of designers to drive UX strategy and execution across enterprise digital products, ensuring alignment with stakeholder goals and user needs.
 - Improved product usability and user flow through research, journey mapping, prototyping, and usability testing.
 - Collaborated closely with development teams and client stakeholders to balance technical feasibility, business priorities, and user expectations.
 - Mentored and coached designers across experience levels, promoting best practices and encouraging continuous improvement.
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Design Director

Tigerspike

Nov 2010 - Mar 2016

Tigerspike, a global digital services firm, brought me on to lead UX and design strategy across custom software and enterprise application initiatives.

Key Outcomes:

Delivered strategic UX leadership across multiple industries and platforms

Built and led high-performing design teams, fostering growth and innovation

Improved usability and business alignment through research-driven design

- Directed a cross-disciplinary design team to lead digital transformation projects across retail, telecom, healthcare, and media sectors.
 - Championed user-centered design practices, guiding research, testing, and iterative workflows to improve product usability and functionality.
 - Collaborated with developers and client stakeholders to balance technical feasibility, business strategy, and user needs.
 - Mentored designers at all levels, cultivating a creative and collaborative environment that prioritized innovation and professional growth.
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EDUCATION

Montclair State University – BFA in Graphic Design