

Nina Betts

Lead Product Designer

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Skills

User Experience Design, User Interface Design, Product Design, Visual Design, Interaction Design, User Research, User Interviews, Information Architecture, Prototyping, Wireframes, Usability Testing, A/B Testing, Mobile & Responsive Design, Design Systems, Accessibility, HTML, CSS, Agile & Lean Methodologies, Leadership in Cross-Functional Collaboration & Strategy Implementation

Tools

Figma, Sketch, Axure, Adobe Creative Suite (Photoshop, Illustrator), Google Analytics, Miro, UserTesting.com, Asana, JIRA

Experience

Product Designer, UPS; Atlanta, GA – 2023-2024

- Led the MVP design of the New Account Management experience, focusing on centralized account management and reducing support calls.
- Conducted user research, wireframing, and prototyping.
- Worked with the UX Research Team for usability testing to validate design decisions.
- Coordinated with the Analytics Team to implement user engagement metrics to measure success.
- Guided the Product Development Team from concept to completion, fostering cross-functional collaboration and resource optimization.

UX/UI Designer, Rancho BioSciences; San Diego, CA – 2023

- Streamlined the design to development transition for a scientific data application, resulting in a 30% improvement in product functionality.
- Conducted quality assurance and created automated testing scenarios using Gherkin Syntax.
- Improved cross-functional collaboration, ensuring project alignment and team efficiency.

Senior Product Designer, VMware; San Francisco, CA – 2022-2023

- Developed intuitive product designs that automated manual processes and optimized user workflow.
- Played a key role in product strategy, leading research, prototyping, and user testing.
- Coached Junior Designer, ensuring adherence to best UX practices.
- Applied Lean UX and rapid design sprints, improving product validation and development handoff.

Senior Manager of UX Design, Panera Bread; Boston, MA – 2021-2022

- Created personalized guest experience with upsell and customer recognition in drive-thru menus.
- Saved over \$200k by introducing an Atomic Design System for Digital Menu app.
- Mentored designers, defined processes, aligned product teams, and managed resources.
- Aided with research, wireframes, prototypes, usability, and A/B testing.

Senior UI Designer, Cerner, Kansas City, MO – 2020-2021

- Modernized healthcare application UI and optimized physician workspace features.
- Streamlined records navigation, improving overall app usability.

Lead UX Designer, SRS Acquiom; Denver, CO – 2018-2020

- Increased revenue with innovative feature incorporation in a finance app.
- Simplified shareholder onboarding, improving user satisfaction.

UX/UI Designer, NIC Federal; Denver, CO – 2017-2018

- Devised an internal application for National Parks.
- Decreased UI build time and enhanced developer handoff by establishing design guidelines.
- Enhanced legacy applications with CSS improvements.

Lead UI Designer, NIC State; Topeka, KS – 2013-2017

- Led a portal redesign, winning the Best of Web Digital Government Achievement Award.
- Designed a Mobile Reminder App, improving citizen interactions with state agencies.
- Constructed responsive interfaces using HTML5 and CSS3, enhancing mobile compatibility.
- Increased revenue through website migration and subscription-based products.
- Supported end users with training and documentation.

Education

Art Institute; Pittsburgh, PA

- Bachelor of Science in Interactive Media Design (pursuing)
- Associates of Applied Science in Interactive Media Design

KCKCC; Kansas City, KS

- Associates of Applied Science in Computer Information Systems