

Nina Betts



Senior UX/UI Designer

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PROFILE

Insightful, self-motivated UX/UI designer with proven success creating innovative, intuitive user experiences with maximum efficiency for new and existing products.

Strong leadership skills and ability to collaborate with stakeholders. Trusted problem solver leveraging solid HTML5 and CSS3 knowledge to work efficiently with developers. Highly skilled in translating product ideas into designs that satisfy user needs. Proficient in facilitating the full UX process, including workshops and activities to discover user requirements and drive design decisions.

SKILLS

User Experience | UI Design | Interaction Design | Visual Design | User Research | Wireframes, Mockups & Prototypes | User Testing | Design System | Style Guide | Web Design/Development | WordPress, HTML5, CSS3 | Responsive & Mobile Design | Information Architecture | Multimedia | Graphic & Print Design

TOOLS

Axure, Sketch, Figma, Invision, Miro, Balsamiq, JIRA, Confluence, Slack, Microsoft Teams, BrowserStack, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Google Analytics

EXPERIENCE

Senior UI Designer (Remote), Cerner/Apex - *Kansas City, MO 2020 - 2021*

Uplift and redesign user interfaces for enterprise healthcare solutions. I focused on features in the workspace for physicians to document patient encounters.

- Evaluated existing user experiences and identify areas of improvement.
- Facilitated design sessions with development project teams to help define user stories and solve complex design challenges.
- Defined and applied user interface styles and patterns to ensure compliance with design standards.
- Iterated on multiple design explorations to arrive at simple solutions for complex requirements.
- Created and delivered detailed UX resources, including flows, wireframes, prototypes, and handoff documentation.
- Drove engagement with human factors research and incorporate findings into designs.

Lead UX/UI Designer, SRS Acquiom - *Denver, CO 2018 - 2020*

Worked closely with the product and development team in Agile workflow to design visually compelling and highly usable finance applications for shareholders and attorneys.

- Collaborated with the Product Director to prioritize the roadmap, develop a shared vision of products to deliver on objectives.
- Established UX design process, ensuring a user-focused approach from concept through launch.
- Improved product alignment with user needs through research methods, including local and virtual interviews and workshops.
- Partnered closely with development teams to understand how design impacted end products and build scalable solutions, helping to meet diverse needs of users across platforms.
- Created wireframes, mockups, and prototypes to inform the ideation process and present to stakeholders for feedback.
- Collaborated with stakeholders to iterate on custom UI solutions, saving hours of development time.
- Established design standards, enabling efficient design handoff to developers while improving consistency.

- Worked with QA Team and reviewed developed applications, ensuring fidelity to mockups.
- Delivered vital assets for profitable products, directly contributing to over 30% increase in revenue.

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

Collaborated with UX researchers and remote designers to design internal applications for National Parks.

- Created visual artifacts to articulate and validate ideas through personas, sketches, wireframes, mock-ups, and prototypes.
- Conveyed design concepts to partners through in-person and remote presentations to gather feedback for further iterations and support to move designs forward.
- Created library of usability patterns for admin layout.
- Generated CSS styles, giving developed applications a responsive layout and sophisticated look.

Lead UI Designer/Front-End Developer, NIC State - Topeka, KS 2013 - 2017

Created and led direction for web application designs for state agencies. Guided and supported a team of 2 UI designers and managed CMS. Collaborated with international partners on product design and code reviews.

- Designed mock-ups and prototypes for potential and existing clients to show how our applications would look if integrated into their systems.
- Developed interfaces using HTML5 and CSS3, enhancing code to support mobile browsers with responsive design.
- Produced style guides and specifications for engineers, improving handoff and a consistent experience across various platforms.
- Conducted CMS training and created documentation, helping to educate users on website management.
- Migrated legacy websites to the WordPress platform, attracting new clients and generating a 25% increase in subscription revenue.
- Led design and development of website portal redesign and was honored for innovation, functionality, and productivity at Best of Web Digital Government Achievement Awards.

Multimedia Coordinator/UI Developer, Unified Government - Kansas City, KS 2004 - 2013

Worked with the Public Relations Director to create designs and set schedules for the government television. Set up and maintain the website portal.

- Collaborated with multiple departments, stakeholders, and developers to determine design solutions from initial concept to delivery.
- Edited videos and placed them on UGTV to inform citizens of upcoming events.
- Developed and maintained website portal.
- Mentored high school students on web design and CMS.

EDUCATION

Art Institute, Pittsburgh, PA - Pursuing Bachelor of Science Degree in Interactive Media & Design

Art Institute, Pittsburgh, PA - Associates of Applied Science Degree in Interactive Media & Web Design

KCKCC, Kansas City, KS - Associates of Applied Science Degree in Computer Information Systems