

Nina Betts

Lead UX/UI Designer

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Skills

User Experience Design, User Interface Design, Interaction Design, Visual Design, Product Design, User Research, Personas, Information Architecture, Flows, Wireframes, Mockups, Prototypes, Usability Testing, Mobile & Responsive Design, Design System, HTML, CSS, Leadership, Strategy, Agile & Lean Methodologies

Tools

Figma, Sketch, InVision, Axure, Miro, Balsamiq, Lucidspark, UserTesting.com, Adobe Creative Suite, Photoshop, Illustrator, Asana, JIRA, Confluence, Google Analytics, Slack

Experience

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

- Designed an application to automate manual processes and streamline the user's workflow.
- Partnered with the Product Team to support the backlog, prioritization, and direction.
- Led design efforts, including strategy, research, concept development, prototypes, and usability testing.
- Improved design delivery methods for better handoff to development, saving the team 10 hrs a week.
- Coached Junior Designers to ensure they followed current best UX practices and worked within the design standards.
- Initiated engagement tracking to measure the application's success.

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

- Designed a personalized guest experience with upselling and customer recognition in drive-thru menu boards.
- Generated \$200k+ in savings by creating an Atomic Design System as the foundation for the Digital Menu app.
- Coordinated with multiple Product Teams to define priorities and align roadmaps.
- Managed the workload and allocated resources to deliver projects within the scope.
- Built up UX design capacity by mentoring designers, defining processes, and providing critiques to accelerate growth.
- Aided with research, wireframes, prototypes, and usability testing and coached designers through the design process.

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

- Redesigned the user interface for enterprise healthcare application.
- Concentrated on new features in the workspace for physicians to document patient encounters.
- Identified areas of improvement by evaluating user experiences through interviews, surveys, and data analysis.
- Created a solution that consolidated records, allowing nurses to filter through files efficiently, minimizing time on the app.

- Guided the Product Team through the design process to arrive at simple solutions for complex requirements.
- Provided the Human Factors team with interactive prototypes for usability testing.

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

- Increased revenue by incorporating innovative features into finance applications.
- Aligned product features with user needs by leveraging research, interviews, and data analysis.
- Improved onboarding for shareholders by simplifying the intake process.
- Defined the UX design process to ensure a user-focused approach from concept through launch.
- Worked closely with the Product Director to define processes and establish the roadmap.

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

- Designed an internal application for National Parks to assist users with reservations, sales, and communications.
- Reduced time building user interfaces and improved handoff to development by creating a Design System and standards.
- Leveraged CSS to enhance user experience, update aesthetics, highlight interactions, and adjust the screen size in legacy applications.
- Partnered with the research team to gather data and insights to help create and update features for the application.

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

- Led team through a portal redesign project and earned recognition at the Best of Web Digital Government Achievement Awards.
- Designed Mobile Reminder App that helps citizens track interactions with state agencies.
- Constructed cohesive layouts used across government departments to ensure user interface consistency.
- Developed responsive interfaces using HTML5 and CSS3, enhancing code for mobile browsers.
- Worked with developers to ensure compliance with accessibility guidelines in web applications.
- Trained end users and crafted documentation to support them with website management.
- Assisted with website migration, resulting in a subscription-based product, which increased revenue.

Education

Art Institute of Pittsburgh, PA – Pursuing Bachelor of Science in Interactive Media Design

Art Institute of Pittsburgh, PA – Associates of Applied Science in Interactive Media Design

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