Donald Betts III

Senior Product Designer | AI, UX & Product Strategy | Over 10 years of experience bringing products to life. Skilled at navigating ambiguity, creating structure, aligning teams, and solving complex product problems. Best work happens through strong craft, collaboration, and shared ownership.

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EXPERIENCE

Valet Living, Tampa — *Sr. Digital Product Designer*

June 2023 - Nov 2025

Sole senior designer partnering with C-suite leadership on product strategy and roadmap priorities. Designed scheduling, route planning, resource allocation, and reporting tools to improve operational efficiency. Redesigned the mobile experience to improve onboarding, usability, and engagement. Designed a work order management platform that streamlined service delivery and surfaced key operational insights.

Electric.ai, New York City — *Digital Product Designer*

June 2021 - April 2023

Principal Designer on the product innovation team, partnering with PMs and engineering leads on new products. Conducted user research and testing, translating insights into high-fidelity designs and prototypes. Designed a customer-facing IT support center that improved the support experience and reduced resolution times.

PlanSource, Charleston — *UX Designer*

June 2016 - May 2021

Explored AI/ML applications across the benefits administration platform. Partnered with data science on analytics dashboards and ML-driven workflows that reduced client benefit costs. Led research, wireframing, prototyping, and usability testing.

Booz Allen Hamilton, Charleston — *UI/UX Designer*

April 2012 - June 2016

Collaborated with design and engineering teams delivering enterprise software for federal clients. Designed UI improvements for the V.A. Benefits Management System. Created mobile app designs, marketing videos, and brand assets.

SKILLS

Product Design, UX Design, Product Strategy, Ai Forward Design, Mobile Responsive, Web Design, Design Systems, Rapid Prototyping, Human-Centered Design, WCAG, Inclusive Design
User Interviews, Usability Testing, Journey Mapping, Personas, Product Vision, Stakeholder Alignment, Executive Partnership, Cross-Functional Teams, Working Through Ambiguity

TOOLS:

Figma, Adobe Creative Suite, Figma Make, Claude, Firefly.
Graphics, Illustration, Video Production, Logo Design, Organization Branding

EDUCATION

The Art Institute - 2012
Charleston, SC

Bachelor of Arts:
Web Design & Interactive Media

Massasoit College - 2008
Canton, MA

Associate of Arts:
Graphic Design