

Donald Betts

Product Designer, UX Designer | 10+ years of experience

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About Me

I am a jack of all trades designer. I put forth my best effort to complete any task that is thrown my way to make our team successful. I have helped create multiple products that added tremendous value to our customers and organizations I have worked for. I am a team player and very mindful that every design decision I make affects my team, and the product's success.

Technical Skills

Product Design, UX Design, Visual Design, Design Systems, Interaction Design, Rapid Prototyping, Mobile Responsive Design, Website Design, Human Centered Design, Stakeholder Collaboration, Journey Mapping, Personas, User Interviews, Usability Testing, Product Vision, WCAG, Inclusive Design, Graphic Design, Illustration, Video Production, Logo Design, Branding & more.

Experience

June 2023 - November 2025

Valet Living, Tampa, FL (remote) - Sr. Product Designer

- Led the design of a new scheduling module for the operations team that introduced intuitive route planning, resource allocation workflows, and reporting which enhanced team efficiency.
- Redesigned the resident facing mobile experience with a focus on intuitive onboarding, and task completion which improved usability and overall customer engagement.
- Designed a full lifecycle work order management product that simplified service delivery, improved transparency, and introduced dashboards with meaningful operational insights.

February 2022 - May 2023

Electric.ai, New York (remote) - Product Designer

- Lead designer for product innovation team. Collaborated daily with Project Managers, Engineering Leads to strategize and develop new software products.
- Conducted user testing and customer interviews to find pain points and gather ideas. Created high fidelity designs and prototypes based on testing results.
- Designed the new customer facing IT support center to enhance the overall support experience and help reduce resolution time for IT requests.

June 2016 - January 2022

PlanSource, Charleston, SC - UX Designer

- As Lead UX Designer I conducted user research, wireframe exploration, rapid prototyping, and user testing for the benefits administration system. Collaborated with PMs and stakeholders to explore how users interacted with the platform and gave solutions to enhance their experience.
- Worked with data science team to create analytic dashboards and workflows to automate dependent verification through AI, lowering client's benefit costs for ineligible dependents.

April 2012 - May 2016

Booz Allen Hamilton, Charleston, SC - UX Designer

- Designed and implemented UI to improve usability of the Veterans Benefit Management System. Provided mobile app design & asset delivery, product marketing videos and branding materials.

March 2011 - Present

Betts Media, Charleston, SC -Freelance Website Design, Logo Design & Video Production

- As a side hustle I have created multiple websites, from Bridal Shops to Fishing Charters and other small businesses. I've created logos, branding, tradeshow materials and video production.

Education

December 2009 - May 2012

The Art Institute of Charleston, Charleston, SC - BA-Web Design & Interactive Media

January 2006 - June 2008

Massasoit College, Canton, MA - Associates Degree- Graphic Design & Publishing

Professional Certificates

Essentials in Generative AI by Microsoft and LinkedIn

Ethical, Human-Centric AI Design

B2B Content Marketing Strategy: SEO Writing

Data-Driven Product Research and Design

Accessibility and AI: Bridging the Disability Divide

Empathy in UX Design

& more...