Betsy Chou

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EXPERIENCE

Tractable - *Senior Product Designer*   July 2019 - Present
- Served as the sole designer on two product teams to deliver and continuously iterate on computer vision powered products: B2B auto-insurance estimatics platform, B2B2C mobile web app, and a video inspection app across 6+ countries
- Planned and conducted mixed-method discovery studies (i.e. user interviews, concept tests, online forums) to validate critical hypotheses about product market fit
- Designed and product managed a team of engineers and ML researchers to build the AI Demo, a marketing/sales tool, that aims to reduce a lead's time to conversion from 4 months to 1 month
- Co-created and actively maintained a robust user research repository and design system
- Advocated for and hired designers and a UX researcher to grow our team from 2 to 5

Fjord Design Studio, Accenture - *Interaction Designer*   Sep 2018 - June 2019
- Served as the sole designer to ship the first H-1B Registration on myUSCIS for more than 20,000 petitioners and an estimated 47.3 - 75.5 million dollars in cost savings for the U.S. government
- Partnered with our UX research lead to conduct a 3-month field research study to identify the needs and current state experience of asylum seekers and immigration lawyers
- Collaborated on agile teams to design an email customer service bot and a universal evidence management feature on myUSCIS

VestHQ - *Product Design Intern*   Apr 2018 - Jun 2018
- Designed the MVP of a 401(k) plan (fintech) mobile web application with a visual designer
- Established design principles, information architecture, voice and tone, and core user journey
- Helped to manage the product team by implementing scrum framework and aligning on a roadmap

Yodle (acquired by Web.com) - *UX Design Intern*   Jun 2017 - Dec 2017
- Redesigned the onboarding experience for two B2B lead management products
- Helped define the navigation, interactive hero, and product page layout for Web.com's website
- Designed a phone and SMS hosting feature for dental practice management software
- Built UI patterns, guidelines, and specifications for Yodle's design system

EDUCATION

Northwestern University, Evanston IL
Bachelor of Science in **Manufacturing and Design Engineering**   June 2018

SKILLS

Design: Interaction design, User research, Usability testing, Workshop facilitation, UI design, Rapid prototyping, Product management
Tools: Figma, Miro, Dovetail, Maze, Usertesting, Optimal Workshop, HTML, CSS, Javascript