

# Bethany Robertson

Visual/UI Design | Data Visualization | Product Illustration

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Accomplished visual designer and educator with extensive experience developing the visual identity and design of products and services for brands across multiple industries. Skilled visual storyteller adept at visualizing complex data and information, effectively communicating complex information.

## Education

**Master of Fine Arts: Visual Art**, Rutgers University

**Master of Science: Art Education**, The University of Tennessee, Knoxville

**Bachelor of Fine Art: Printmaking**, The University of Tennessee, Knoxville

## Design Experience

**Freelance UI Designer & Illustrator** • Nov 2022 - Present

Significantly enhanced user experiences and contributed to the success of various tech products by delivering intuitive, aesthetically pleasing interfaces that meet both client goals and user needs.

**Senior UI Designer at BEAM** • Jul 2024 - Present

**UI Designer/Product Illustrator at Instrument for Google** • Apr 2024 - Jun 2024

**UX/UI Designer at Mucinex** • Jan 2023 - Mar 2023

**Senior Designer at BASIC/DEPT for Google Store** • Nov 2022 - Feb 2023

**Design Lead at Google/Waze** • Dec 2023 - Apr 2024 (Paternity Coverage)

*Waze is a community-driven navigation app that provides real-time traffic updates and route recommendations to help drivers reach their destinations efficiently.*

- Led conceptualization and research for gamification UI concepts for the Waze driving product, through user journeys, wireframes, and interactive prototypes, leveraging Figma.
- Guided designers through mentorship and feedback for the production of high-quality visual designs—from concept to execution—for web, mobile, and desktop applications.

**Product Designer, Visual at Aptos** • Feb 2023 - Nov 2023

*Aptos Labs is a blockchain technology company focused on developing scalable, secure, and user-friendly decentralized applications and infrastructure.*

- Designed and shipped a 0 to 1 design system, including an iconography and illustration library of 500 custom icons in first 90 days, increasing efficiency of the product design team.
- Collaborated with cross-functional teams to launch a new crypto finance wallet product 0-1 end-to-end, as the owner of iconography, product illustrations, & motion.
- Championed the adoption of new design techniques by leading the generation of AI image development, leveraging artificial intelligence, for user interface assets, increasing efficiency and speed of product releases.

**Visual Designer I, II at Coinbase** • May 2021 - Aug 2022

*Coinbase is a leading fintech cryptocurrency exchange platform that allows users to buy, sell, and store various digital currencies securely.*

- Developed the visual identity for Coinbase Assistant, a native chat support in the retail app, which increased the number of customer tickets resolved electronically to 64%, with 96% of chats attended to within 1 minute.

- Strategized internal processes for the design team through the implementation of a Figma file structure and shared workspace, resulting in better collaboration and transparency across the organization.
- Initiated and managed cross-departmental collaborations that enhanced project efficiency, while creating style guides and design standards to be used across the company.
- Created an innovative series of interactive infographics and data visualizations explaining blockchain protocol mechanics, simplifying complex concepts.

### **Visual/UI Designer at Independent Practice • Jun 2014 - May 2021**

*Independent Practice is a New York City-based design service agency specializing in visual and brand design, offering bespoke creative solutions to elevate client identities.*

- Partnered with over 30+clients and creative teams, to produce design & identity systems under both short and long timelines.
- Developed and maintained cohesive UI patterns and standards as part of the design system
- Designed and implemented flows, wireframes, & high fidelity designs, resulting in an increase in user engagement and consistency across brand and product.
- Designed and launched interactive brand guidelines, increasing readability by 50% while maintaining consistency.

## **Select Leadership & Teaching Experience**

### **Mentor at ADPLIST • 2023 - Present**

- Volunteer-based mentorship of early-stage designers, providing career guidance and feedback on portfolios.

### **Instructor at 92Y, New York, NY • 2017 - 2020**

- Developed and implemented educational programs for students of all ages in a classroom setting.

### **Instructor at Gowanus Print Lab, Brooklyn, NY • 2015 - 2017**

- Developed educational programs for adults centered around hand-lettering and screen-printing. Assisted students in understanding technical execution and provided support through individual and small group instruction.

### **Screen Print Instructor at Rutgers University, New Brunswick, NJ • 2011 - 2013**

- Developed the Screen Print 101 undergraduate course and instructed 20 students each semester, evaluating and grading student work and providing guidance on projects.

### **Art Instructor, K-12 at Knox County Schools, Knoxville, TN • 2010- 2011**

- Developed a differentiated art curriculum to meet the needs of students with varying abilities and learning styles, adhering to state and national standards.

## **Skills**

Industry Knowledge: visual design, brand systems, illustration, user interface design, design systems, iconography, mockups, typography, layouts, responsive design, data visualization, brand systems, interaction design, wire framing, prototyping, user flows,

Design: Figma, Adobe Creative Suite, Sketch, InVision, Illustrator, Photoshop, InDesign, Lottie, Tableau, D3.js, Principle

Web Development: HTML, CSS, Webflow, Framer, Storybook, Zeplin

Project Management: Slack, Jira, Asana, Google Suite, Notion, Asana