Contact

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💼 www.bettymade.com

in LinkedIn Profile

📍 San Francisco, CA

Skills

FIGMA AI, MAKE	PREMIERE PRO
SKETCH	AFTER EFFECTS AI
ADOBE FIREFLY	FINAL CUT PRO
STITCH/GALILEO	INDESIGN
CLAUDE	KEYNOTE
PRINCIPLE	POWERPOINT
ILLUSTRATOR	HTML/CSS/JS
PHOTOSHOP	

Specialties

• Creative direction and strategy.
• Leading/mentoring, hiring and evaluating creative staff
• Global brand development, style guides and design standards
• Project management
• Wireframing, site maps
• Storyboarding, user flows
• Rapid prototyping
• Responsive UI design
• User research and analysis
• Audio, video, editing, animation and digital image effects

Education

Bachelor of Science in Graphic Design & Media
  • Expression College for Digital Arts (Now SAE- Sound Arts Engineering)

Interests

• Outdoor activities
• Active volunteer in multiple communities

BETTY CHEN
★ CHEN ★

Summary

With over 20+ years of illustration, visual design, interaction design, and user experience expertise, her work breathes innovation and pixel-perfect execution into every project she touches. Boasting an impressive body of work for name brands as well as small local businesses, she has worked in a variety of environments, from the Internet start-up and established agencies, to global clients. She is considered a business savvy designer who understands budgets, business requirements, and project management. Her visionary designs demonstrate artistic passion, a penchant for smart risk-taking, and insistence on excellence.

Work Experience

Principal Designer / Motion Graphics (Freelance)
Plastic2Green | May 2024 - December 2025
Plastic2Green transforms plastic pollution into valuable materials like "Emerald" ammonia and graphene-grade carbon black at scale.
• Designed and animated an educational 2-minute motion graphics video explaining the chemical transformation process, including sound design and scripting.
• Created workflow diagrams and visual storytelling assets used across pitch decks and presentations.
• The video was featured at several major science conventions and directly contributed to securing $5 million in funding, elevating brand visibility and investor engagement.

Product Designer (Freelance)
GetZeals | Dec 2023 - May 2024
GetZeals is a fundraising platform that connects restaurants with local schools and organizations, boosting sales while supporting community-driven causes.
• Designed the end-to-end "First Experience" user flow across native mobile, desktop, and web platforms, ensuring a seamless and intuitive onboarding journey.
• Collaborated closely with cross-functional teams to align product design with user needs and business goals, improving user engagement and conversion potential.
• Delivered high-fidelity prototypes and interaction designs that enhanced clarity and usability across devices.

Product Designer II (contract)
One Medical (Member Security & Services) | April - Aug 2022
One Medical is a tech-forward primary care platform focused on accessible and user-friendly healthcare.
• Designed intelligent patient scheduling and triage experiences powered by AI-driven decision support and automated routing logic, reducing friction in care access.
• Created conversational flows and guided experiences to streamline appointment booking and insurance navigation through predictive UX and context-aware interfaces.
• Collaborated with cross-functional teams to identify pain points using data insights, and implemented scalable design systems to support AI-enhanced workflows.
• Defined UX metrics to track patient engagement and efficiency gains across digital touchpoints.

UX Lead (contract)
Pathway Labs | January - March 2022
Pathway Labs aims to modernize online and specialty trade education through innovative digital tools.
• Led UX design for web applications tailored to students and administrators in the trade school space.
• Translated business requirements into intuitive, user-friendly interfaces that improved task efficiency and engagement.
• Collaborated with stakeholders to identify core user problems and deliver elegant, scalable design solutions.

References

Matt McClendon
UX Sr. Manager - Autodesk:
"I had the opportunity to manage Betty at Autodesk. Her design ability is second to none and it is safe to say that creativity is in her blood. Betty has the unique skill to turn abstract concepts into tangible, focused design so that people like me can use products without having to think (much). She also works quickly and efficiently. I hope to have another opportunity in the future to work with Betty."

Francesco Marcellino
UI designer - Autodesk:
"I worked with Betty on many different projects while at Autodesk in Singapore and San Francisco, where she was responsible for visual design and branding of desktop and online software experiences. Betty is a great visual designer and a fantastic teammate: her constantly positive and cooperative approach made our collaborations always effective and pleasant. Furthermore, she's always been dedicated not only on helping her colleagues at work, but also volunteering during her spare time. Great professional, wonderful person."

Kasi Sheridan
US Operations Manager at Wix:
"I hired Ms. Chen to design a company logo and she was brilliant. Not only did she offer several different designs or looks for the company that we were able to choose from, but it was all under a tight deadline and managing several different personalities. We all agreed on a great logo and she even came up with a slogan. Though she has moved on from freelance work since, I have referred her to many companies and will continue to do so as her experience in understanding the marketplace and fabulous eye for design is priceless."

Contacts available on request.

Work Experience Continued...

Sr UX Designer (contract)
ExpediaGroup (CPCE-XD) | June - Dec 2021
Expedia Group is a global travel technology leader, building intelligent experiences across digital touchpoints.
• Designed conversational UI and integrated AI-driven chat interfaces to enhance self-service support and reduce friction in the booking process.
• Applied UX heuristics, intent modeling, and natural language flow mapping to support AI-assisted user journeys.
• Developed user flows, wireframes, and interactive prototypes for both web and native platforms, ensuring consistency across devices.
• Collaborated cross-functionally with product managers, machine learning engineers, and UX researchers to align design with behavioral data and user intent.

UX Lead (contract)
GreenSpark | April - June 2021
Led product design for GreenSpark's AI-powered asset traceability platform, enabling full lifecycle visibility of recyclable materials—from junkyard intake to mill processing.
• Created easy-to-use tools for scale operators and mill teams.
• Used AI-driven insights to improve payout accuracy and trace materials in real time.
• Designed clean, efficient workflows for end-to-end material tracking and reporting.

UX Lead / Visual Designer (contract)
Go Ship | February - April 2021
GoShip.com is a one-stop shop for logistics shipping needs.
• Streamlined the user journey, leading to a 35% increase in adoption rate.
• Redesigned booking flow and results page for GoShip's logistics platform across desktop and mobile.
• Focused on usability and conversion, applying responsive design best practices to improve engagement and simplify account registration.

Product Design Lead (contract)
AQAD | September - January 2021
Improved the end-to-end booking flow for House of Aia, enhancing usability across desktop and mobile.
• Translated business goals into clean, user-centered interfaces.
• Delivered wireframes and high-fidelity prototypes to support seamless user journeys.

Product Design Lead (contract)
CLIPr | May - September 2020
Designed AI-powered UIs to surface video intelligence by processing content through ML pipelines.
• Integrated speech-to-text, translation, NLP for topic detection, and voice-based speaker ID.
• Designed SaaS dashboards and embeddable widgets to present indexed insights, with analytics to track engagement and highlight key moments.

Visual Design (contract)
Instacart | December 2019 - August 2020
A mural project displaying structure of the engineering team and inspiration wall.
• Display complex hierarchy of team structure, inspire growth and prepare files for large-scale printing on 18ft x 8ft wall.
• Methods include, sketching, rendering files in Illustrator, Photoshop and Indesign.

View more experience history at **www.bettymade.com/resume**