

# BETSY CHOU

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## EDUCATION

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**Northwestern University**, Evanston IL

Bachelor of Science in **Manufacturing and Design Engineering**

June 2018

**Related Coursework:** Data Analytics for Social Good, Human Computer Interaction, Designing Product Interactions, Design Sketching, Design Thinking and Communication, Interdisciplinary Design Projects

## RELEVANT EXPERIENCE

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**Accenture Federal Service, Fjord** - Interaction Designer

*September 2018 - Present, Washington, D.C.*

- Designed the H-1B Registration filing experience in the USCIS online account for more than 20,000 petitioners and an estimated 47.3 - 75.5 million dollars in cost savings
- Conducted contextual inquiry and usability tests, created alignment diagrams, and facilitated prioritization workshops
- Supported several development teams for continuous implementation through 2 week sprints

**VestHQ** - Product Design Intern

*April 2018 - June 2018, Chicago, IL*

- Lead the design for a 401(k) plan mobile web application
- Created low-high fidelity wireframes and interactive prototypes in collaboration with a visual designer
- Established design principles, concept, architecture, and user flows
- Managed product team by implementing scrum framework and owning the product roadmap

**Yodle** - UX Design Intern

*June - December 2017, New York, NY*

- Redesigned the onboarding experience for two lead management products
- Helped define the navigation, interactive hero, and page layouts for Web.com's website
- Designed the interface and process flow for a phone and SMS hosting feature in dental software
- Built UI patterns and guidelines for Yodle's design system, such as text fields and complex filters

**Delta Lab: Interdisciplinary Research Lab and Design Studio** - UX Design and Research Assistant

*July 2015 - April 2018, Chicago, IL*

- Facilitated user interviews and various usability tests with over 100 people
- Delivered usability reports with key insights and design recommendations to the UX designer
- Reviewed 40+ articles on social psychology, human-computer interaction, and learning science

## SKILLS

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**Design:** Interaction Design, Information Architecture, Product Strategy, Wireframing, Journey Mapping, User Flows, Design Specifications

**Research:** Contextual Inquiry, Competitive Analysis, Affinity Diagramming, Usability Testing

**Tools:** Sketch, Invision, Framer, Figma, HTML, CSS, Mural, Javascript, UserTesting