

JEFFREY BETTS

User Interface & User Experience Designer
516 316 4336 | www.jeffreybetts.me | jeffrey@jeffreybetts.me

EDUCATION

Bachelor of Technology, Visual Communications: Art & Graphic Design

State University of New York,
Farmingdale State College, May 2013

Magna Cum Laude

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Sketch
- MailChimp Development/Customization
- HTML/CSS
- WordPress Development/Customization
- Axure RP
- Microsoft Office

ADDITIONAL SKILLS

- Strategic Planning
- Technical Writing
- Budgeting and Estimating
- Pre-Press Management

EXPERIENCE

UI/UX DESIGNER, MAKR, MAKRPLACE.COM, BROOKLYN, NY

August 2013–Present

- Collaborated with the team, including the CEO, VP of Engineering, Designers, Editor, Project Manager, and front-end engineers on the Makr iOS app UI/UX.
- Developed the UI/UX for various aspects and sections of Makr, including the Purchase experience, Home, Logo functionality, product selection, and other sections/initiatives.
- Evaluated beta versions of the app as well as participated in weekly build review meetings and made recommendations to improve the app's overall usability.
- Sketched, drafted wireframes, prototypes, specification documents, exported assets, and articulated the functionality requirements to the engineering team.

UI DESIGNER, DAILYBURN, DAILYBURN.COM

July 2013

- Developed a series of wireframes for a redesign of the Discover section of the *DailyBurn* website.
- Incorporated a condensed navigation menu with enhanced filtering and search capabilities. Implemented a refined system for browsing and viewing individual workouts, based on a standard grid structure.
- Created digital mockups for a redesign of the *DailyBurn* iPad app, to coincide with the release of iOS 7. Incorporated new gestural navigation features, updated the individual workout program screens, and unified the iconography.

FOUNDER, THE GRID, GRIDRESPONSIVELY.COM

January 2013–Present

- Founded and launched *The Grid*, a responsive website which educates small business owners about the benefits of responsive web design.
- Conducted surveys and researched target audience.
- Produced wireframes with Illustrator and developed *The Grid* website.
- Established a core brand for *The Grid* and created on-brand digital assets.
- Pitched and presented *The Grid* to colleagues and industry professionals.
- Currently expanding core features of *The Grid* website and exploring partnerships for future growth.

GRAPHIC DESIGN INTERN, WARNER MUSIC GROUP, NEW YORK, NY

May–August 2012

- Designed and produced various pieces, including promotional flyers, internal training documents, posters, *Spotify* covers, and email newsletters.
- Implemented a series of *MailChimp* newsletters with HTML/CSS. Tested newsletters across different operating systems throughout the company.
- Participated on the *Music Propaganda* campaign, which seeks to curb music piracy across college campuses. Established a visual strategy, in collaboration with other design interns. Designed three posters, stickers, and online banners.