



# Betty Lau

UX/Product Designer

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## Education

### Interaction Design Foundation

Jan 2018–Current

Human Computer Interaction, Certificate  
Conducting Usability Testing, Certificate

### San Diego City College

Sep 2016–May 2019

Graphic Design, Certificate

### IDEO/+Acumen

Sep–Nov 2017

Human-Centered Design, Certificate

### University of California, Berkeley

Class of 2012

Psychology, Bachelor of Arts

## Skills

### UX Methods

User Interviews	User Testing
Field Research	Usability Auditing
Competitive Analysis	User Flows
Affinity Diagramming	Wireframing
Journey Mapping	Visual Design
Storyboarding	Prototyping

### Tools

Sketch	Photoshop CC
InVision	Illustrator CC
Marvel	InDesign CC
Adobe XD	HTML/CSS

## Awards & Leadership

### SDXD (San Diego Experience Design)

Aug 2018–Current

Volunteer

### AIGA Portfolio Review

May 2019

Winner, Best Interactive Design

### Adobe Creative Jam

Jun 2018

People's Choice Award, 2<sup>nd</sup> Place

## Experience

### UX Design Intern, MJD Interactive

Sep 2018–Feb 2019, San Diego, CA

- Brainstormed UX solutions, designed wireframes, and conducted usability audits on a variety of retail clients; including Levi's, The Container Store, American Girl, and Universal Studios Japan.
- Worked in an agile environment within a cross-functional team.

### Experience Design Intern, FreshForm.

Jun–Sep 2017, San Diego, CA

- Applied human-centered design principles with the UX team to conduct user tests looking at emotional, verbal, and nonverbal cues.
- Participated in rapid brainstorming for product designs.
- Recruited and screened research participants by approaching locals at public hotspots.

### English Language Instructor, Reading Star

Aug 2013–Mar 2016, Shanghai, China

- Assessed individual student's English abilities and employed creative lesson plans that tailored to their learning styles.

### Program Manager (Contract), Trans-Pacific Institute

Jan–Feb 2015, Shanghai, China

- Planned and implemented hands-on curriculum for kids to foster soft skills such as leadership and teamwork.
- Coordinated and directed a team of 12 teachers and volunteers to ensure success of the program.

## Selected Projects

### Product Designer, AudioView

Apr–May 2019, San Diego, CA

- Followed the user-centered design process to create an accessible app that improves the movie theater experience for people who are blind or have low vision.
- Conducted user research, mapped out the end-to-end user experience, and designed a prototype with accessibility considerations; including dynamic type, content labeling, and VoiceOver.

### Product Designer, CampusEats

Sep 2017–Nov 2018, San Diego, CA

- Used IDEO's human-centered design to create a mobile app to address food insecurity for students at San Diego City College.
- Worked across the product design process, from conducting user research and validating designs to designing high-fidelity prototypes and administering multiple rounds of user tests.