Bethel Blakesley
Senior UX | UI Designer

About
UX, UI and Visual designer with a broad range of experience that includes leadership and solving complex user problems with a thoughtful, well researched and collaborative approach.

Expertise
Research, user testing, empathy and diplomacy, project management, prototyping, mentoring, branding, designing and applying design systems.

Tools
Figma, Sketch, Invision, Framer, HTML/CSS, MS Office, Adobe Creative Suite

Education
Certificate | Human Centered Design
UW Seattle

Master's | Communications Design
Pratt Institute NYC

Bachelor's | Communications
Washington State Univ

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Portfolio:
blakesleydesign.com

Work experience

T-Mobile for Business (Insight Global) Sr. UX Design
OCTOBER 2020 - PRESENT, SALESFORCE | SEATTLE

Designing improvements to T-mobile's Salesforce experience while introducing the UX design process to product owners.

- Performing a full audit of the current experience to present recommendations to product owners, stakeholders
- Analyzing NPS Surveys to present recommendations
- Creating a new design system for customized components and patterns.
- Redesigning a customized flow to be prototyped and tested to validate hypotheses.

Amazon (Teksystems) / Sr. UX /UI Design
JANUARY 2020 - AUGUST 2020, TAX ENGINE BUSINESS | SEATTLE

Delivered MVP for a new, complex custom CMS for Amazon tax analysts to manage ever changing tax legislation, while keeping Amazon's global sales in compliance.

- Observed tax analysts using their current tools and workarounds, and interviewed all potential users regarding their process and pain points.
- Created initial designs to drive discussion about goals and requirements and decide approach for each phase of the project.
- Created high fidelity prototypes with Sketch and InVision using the Polaris design system for stakeholder review, user testing, and A/B testing.
- Collaborated with UX Strategist, PMs, Engineers, and Tax Business Managers.

Microsoft (Murphy & Assoc) / Lead UX | UI
APRIL 2018 - JANUARY 2020, DEVELOPER DIVISION | REDMOND

Made improvements to the product website, community support site and blogs, modernized design systems and improved the visual design and experience for customers and potential customers of Visual Studio. Worked closely with engineers on fit and finish for all projects.

- **Visualstudio.microsoft.com**:
  - Based on careful user research, competitive analysis and best accessibility practices, delivered UX/UI improvements to the Visual Studio website that increased customer satisfaction to 90%.
  - Performed user research to uncover user behaviors, pain points, and preferences, and successfully implemented a cohesive, accessible visual design system for better home page and product journeys.
  - Collaborated with PM and engineers to redesign Visual Studio blogs for better customer interaction and feedback.
- **Visual Studio Subscriptions:**

- Applied Microsoft's web app system, UX patterns and PM's data to create a better experience for customers and admins, while promoting partner benefits.
- Created clickthrough prototypes and designed and conducted usability tests.
- Designed dashboard data components to better serve customers making subscription buying decisions.
- **Visual Studio Developer Community:**
  Clear communication with the customer is vital as this is the main tool to collect information about bugs and feature suggestions.
  - Modernized comment threading.
  - Created a component to collect customer reactions to product fixes, which was A/B tested live, and provided a better communication experience between customers and Microsoft.

Microsoft (Murphy & Assoc) | Icon systems, brand, illustration
AUG 2012 - APR 2018 DEVELOPER DIVISION | REDMOND
Designed scalable SVG icons, logos, illustration, and HTML email design system. Created guideline documents for icon creation and branding guidelines for logos and emails.