BETTY ZHOU

Hello, I'm Betty. I'm a product designer who strives to simplify complex digital experiences for people in the real world.

Contact

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bettyzhoudesign.com

Education

University of California, Davis
Design B.A.
Communications B.A.

General Assembly
UX Bootcamp (Remote)

Neiman Norman Group
UX Certified

Tools

Figma
Zeplin
Sketch
Invision
Zeroheight
AfterEffects

Experience

Product Designer @ Veeva Systems
Jan '20 - Present, 4 yrs

Designed new features and and lead redesigns for CRM app across different platforms including iOS on iPad/iPhone, Windows, and Android

Worked with product managers and engineering squads from initial handoff to release to ensure design quality and that business requirements were met

Managed new components and enhancements within our design system, including documentation, handoff to engineering, QA testing, and integration

Customized and integrated app-wide sounds for user feedback (ie saved, submitted, sent, deleted)

Animated and integrated components and transitions for media presentations, a core feature of the CRM app

Visual Designer @ Five9
Sept '19 - December '19, 4 mos contract

Started team's first web design system on Figma, and influenced branding decisions to modernize look and feel

Evaluated existing website with card sorting and provided UI for suggested information architecture for desktop/mobile

Designed and pitched updated chatbot experience, worked with marketing and development on responsive landing pages and more user-friendly forms