

# Betty lo

[www.bettyblo.com](http://www.bettyblo.com)

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## Academics

### B. Des., Interaction Design

University of Washington, Seattle

## Skills

### Design

End-to-end product design, design systems, UX research, ideation & concept validation, A/B testing & experimentation, visual design, information architecture, 3D & animation, moodboarding, photoshop

### Technical

Wireframing, storyboarding, sketching, vibe coding, AI prototyping, prototyping close to code, ADA standards

### Tools

Figma, Usertesting.com, Adobe CC, Lottie, AI Assistants (Claude, OpenAI, Glean, etc.) Framer, TouchDesigner, Jira, Confluence

## Interests

Soups, video games, anime, Daft Punk, my cats (named Fish and Chips), and anything about nature!

## Experience

### Product Designer — Match Group, Affinity Apps

January 2025 – present

Leading end-to-end design for retention and revenue features, from problem defining through post-launch iteration, partnering with PM and Engineering to hit shared success metric goals.

Building high-fidelity interactive prototypes in Figma, enabling engineering alignment. Collaborated directly with front-end engineers during implementation.

Integrating AI tools into the design process to rapidly explore concepts, generate copy variations, and pressure-test flows before committing to a path.

Contributing to the new headless design system by auditing and consolidating components, improving reuse and reducing design drift across a multi-app ecosystem.

Driving design culture through structured brainstorms and critique sessions, raising the quality bar and building shared standards across the team.

### Associate Product Designer — Match Group, Match

March 2022 – December 2024

Drove iterative design improvements across core dating and monetization features, executing targeted UX changes that enhanced user engagement and supported revenue goals.

Redesigned the subscription upsell flow to surface value more clearly and reduce friction, contributing to improved conversion and a measurable reduction in user confusion.

### Design Researcher — University of Washington, Seattle

January 2022 – April 2022

Supported Professor James Pierce's research on cybersecurity, designing alternative interaction models for smart home camera use cases.

### UX Design Intern — Amazon

June 2021 – September 2021

Designed forward-looking concepts for Alexa devices envisioned 5 years into the future, contributing to early-stage proposals.