

Nick Betts

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EDUCATION

Purdue University - West Lafayette, IN

B.S. in UX Design, Minors in Psychology, Entrepreneurship, Communications

May 2025

GPA: 3.5/4.0

EXPERIENCE

Wisq

UX/UI Design Intern

June 2024 – August 2024

Redwood City, CA

- Crafted and developed nudge emails and in-chat banners, designed around dynamic AI content thresholds, boosting click-through rates (CTR) to 42.1%
- Revamped user preferences page by closely aligning it with Wisq's design system to meet stakeholder expectations, while engineering responsive layouts for both mobile and web platforms
- Independently collaborated with product, engineering, and marketing teams to expedite the product innovation timeline, driving faster time-to-market for GPT-4o-enabled features
- Researched and developed 3 distinct writing style options for Wisq's text generation feature, empowering users to tailor output tone and style to their preferences, enhancing personalization and engagement

GravityDrive

UX Design Intern

May 2023 – August 2023

Fishers, IN

- Researched and analyzed data to inform the implementation of advanced virtual reality training simulators for law enforcement to reduce emergency response times by 43%
- Conceptualized diverse signage solutions for a church and school to improve wayfinding and promote space discovery
- Investigated existing coworking spaces, extracting valuable insights crucial for designing a new space. Crafted and delivered persuasive presentations for investors based on findings, influencing strategic decisions

PROJECTS

IMLeagues | *Capstone Project*

January 2024 – May 2024

- Conducted comprehensive usability testing to redesign the IMLeagues website for intramural sports, resulting in significant improvements: 79.7% average decrease in task completion time, and 95.3% reduction in user errors
- Achieved a 290% improvement in the team registration process through targeted design modifications, as validated by follow-up user testing

Innovatemap | *Sponsored Academic Project*

August 2023 – December 2023

- Championed the research and design of Amplify, an underground music discovery app, intensifying user connection and enriching live music experiences
- Led strategic workshops to guide pivotal project decisions, ensuring alignment and informed consensus among the team and stakeholders

ACTIVITIES

College Mentors for Kids | *Volunteer*

August 2023 – Present

- Mentoring a 'little buddy' through weekly on-campus activities, nurturing personal growth, confidence, and a positive outlook for the future

Purdue UX Design Club | *Member*

February 2023 – Present

- Providing mentorship to underclassmen, participating in guest speaker events and offering resume and portfolio reviews to cultivate a culture of continuous learning and development

TECHNICAL SKILLS

Research & Design Skills: Usability Testing, User Research, Data Analysis, User Flows, A/B Testing, Interviews, Interaction Design, Prototypes, Wireframes, Visual Design, Data Visualization, Design Systems, Storyboards

Technical Skills: Adobe Creative Suite, Figma, HTML, CSS, JavaScript, Miro, Microsoft Office Suite, Xcode, Tableau, Arduino, HubSpot, Webflow, Slack, Google Analytics

Interests: Mentoring, Intramural Sports (Basketball, Soccer), Singing, Cooking, Video Editing