

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 nudge emails and in-chat banners, designed around dynamic AI content thresholds, resulting in a 42.1% increase in click-through rates (CTR), and demonstrating ability to work effectively in a matrix environment
- Leveraged the Wisq design system to create user-friendly and scalable preferences page solutions, ensuring cohesive design and seamless responsiveness across mobile and web.
- Collaborated closely with cross-functional teams (product, engineering, marketing) to ideate, prototype, and deliver user-centered GPT-4o features, ensuring high-quality implementation and user experience
- Conducted user research to develop and prototype 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

June 2023 – August 2023

Fishers, IN

- Conducted in-depth UX research and data analysis to inform virtual reality training design, delivering prototypes and solutions that enhanced functionality and reduced emergency response times by 43%
- Conceptualized and prototyped diverse signage solutions to improve wayfinding, demonstrating ability to solve complex problems with simple, effective designs
- Collaborated with stakeholders to prototype and present user-centered designs, refining solutions based on feedback and aligning with business objectives

Open Lab - Newcastle University

User Experience Researcher

May 2023 – June 2023

Newcastle upon Tyne, England

- Collaborated with 2 designers to develop a digital platform reaching over 1000 VCSE practitioners in Northeast England
- Conducted 10+ stakeholder interviews and led 3 ideation sessions to inform design decisions
- Developed an MVP within 4 weeks that was later adopted for future implementation in the sponsor's publication

PROJECTS

IMLeagues | Capstone Project

- Utilized user feedback and iterative design to significantly improve usability in the IMLeagues platform, reducing task completion times by 79.7% and user errors by 95.3%
- Prototyped and tested new design flows for team registration, increasing usability by 290%, validated through multiple rounds of user testing

January 2024 – May 2024

ACTIVITIES

College Mentors for Kids | Volunteer

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

August 2023 – Present

Purdue UX Design Club | Member

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

February 2023 – Present

TECHNICAL SKILLS

Research & Design Skills: Usability Testing, User Research, Data Analysis, User Flows, A/B Testing, Interviews, Interaction Design, Prototyping, Wireframing, Visual Design, Data Visualization, Design Systems, Systems Thinking

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

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