

Donald Betts III

Product Designer | Over 10 Years Experience

I'm a product designer who owns outcomes from concept to delivery. I leverage AI to enhance the creative process, not replace it — I use it to accelerate ideation, execution, and push creative boundaries — while keeping strong design thinking and human-centered problem solving at the core of every project.

> Seeking remote or on-site work in the Charleston, SC area.



EXPERIENCE

2013-Present

UX & Web Designer

Betts Designs (freelance)

Charleston, SC

- The majority of my recent work has been creating websites and graphics for small businesses in the local area. My experience includes UX Design, logos & branding, trade show materials, video production, and social media content.

2023-2025

Senior Product Designer

Valet Living, LLC.

Tampa, FL (remote)

- Lead designer for product team. Created new scheduling module for the operations dept. that introduced intuitive route planning, resource allocation workflows, and reporting which greatly enhanced team efficiency.
- Redesigned the customer facing mobile experience with a focus on intuitive onboarding, and task completion which improved usability and overall customer engagement.
- Designed a full life cycle work order management product that simplified service delivery, improved transparency, and introduced dashboards with meaningful operational insights.

2021-2023

Product Designer

Electric.Ai

New York, NY (remote)

- Principal designer for product innovation team, collaborated with Project Managers & Engineering Leads to develop strategic new software products.
- Conducted user testing and customer interviews, created high fidelity designs and prototypes based on testing results.
- Designed the new customer facing IT support center to enhance the overall support experience and help reduce resolution time for IT requests.

2016-2021

User Experience Designer

PlanSource, LLC

Charleston, SC

- Conducted user research, wire frames, rapid prototyping, and user testing for employee benefits admin system. Collaborated with PMs and stakeholders to explore how users interacted with the platform and gave solutions to enhance their experience.
- Worked with data science team to create analytic dashboards and workflows to automate dependent verification with Ai, lowering client's benefit costs for ineligible dependents.

2012-2016

Ui / Ux Designer

Booz Allen Hamilton

Charleston, SC

- Designed and implemented UI to improve usability of the V.A. Benefit Management System. Provided mobile app design & asset delivery, product marketing videos and branding materials.

📍 Johns Island, South Carolina

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EXPERT SKILLS

Figma Design & Figma Make, Claude, Firefly & more. I leverage Ai tools to rapidly generate concepts, explore variations, and streamline tasks to move from idea to execution more efficiently.

Product Design, UX Design, Ai Design, Visual Design, Team Collaboration, Design Systems, Interaction Design, Rapid Prototyping, Mobile Responsive Design, Website Design, Human Centered Design, Stakeholder Alignment, Journey Mapping, Personas, User Interviews, Usability Testing, Product Vision, WCAG, Inclusive Design, Graphics, Illustration, Video Production, Logo Design, Branding & more.

EDUCATION

2012 - Bachelors Degree

The Art Institute of Charleston
Charleston, SC

- Website Design & Interactive Media

2008 - Associates Degree

Massasoit College
Canton, MA

- Graphic Design & Publishing

2006 - Internship

Arnold Worldwide
Boston, MA

- Advertising Agency; Graphic Design