betty lo

Multidisciplinary Designer

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academics

BDes., Interaction Design
University of Washington, Seattle
Class of 2022, Dean's List

Publications
"Addressing Adjacent User Privacy." Proc.
of 2022 DIS Conference on Designing
Interactive Systems. ACM Press.
June 2020

skills

Design
Interaction Design, Product Design, Visual
Design, AR/VR, Animation, Web Design,
Branding, Videography, Photoshop

Technical
Product Strategy, Ideation, Design Research,
Storyboarding, Information Architecture,
Prototyping, Design Systems, User Testing

Tools
Figma and Adobe
Blender, Webflow, Pen + Paper

likes

Matcha, strawberries, Porter Robinson,
dry humor, film, deep house, dim sum,
and so much more...

experience

Match — Product Designer II
March 2022 – present
Lead designer for the core app experience. Owning strategic
initiatives for monetization and growth, conceptualizing and
executing new features, and enhancing user profile quality,
accessibility, and safety.

Acting as the go-to designer for developers to manage QA
across iOS, Android, Web, and Mobi, with an ongoing effort to
update Match's design system and legacy designs.

Lead visual designer for CRM and other promotional assets
(i.e., animations, illustrations, videos, app store visuals).

UW Design — Design Researcher
January 2022 – April 2022
Assisted Professor James Pierce's research group focused
on exploring cybersecurity and designed alternative uses for
smart home cameras and their accompanying interfaces.

Amazon — UX Design Intern
June 2021 – September 2021
Conducted research and market analysis for Amazon's Devices
innovation team. Drafted proposals and and designed concepts
for Alexa, envisioned 5 years into the future.

Allerio — Freelance Designer
March 2020 – April 2021
Conducted in-depth market research, crafted detailed user
flows, prototypes, and a design system for a nutrition app.