

# Bethany Robertson

Senior Product Designer, Design Engineer

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NYC/NJ

Senior product designer who bridges design and development, specializing in end-to-end mobile and web application design, AI-powered integrations, and design systems. 10+ years of experience in concepting, rapid prototyping, and shipping design in fast-paced environments, while reducing design-to-dev handoff time by 50% through technical expertise.

## Core Competencies

- ◆ **Product Design:** visual design, AI-driven concepting, technical and tooling audience design, frontend dev & rapid prototyping, UX research, usability testing, information architecture, interaction & responsive design
- ◆ **Design Systems:** Design tokens, developer collaboration, API design collaboration, design system documentation
- ◆ **Leadership:** React & frontend prototyping, stakeholder communication, design critique facilitation, mentoring & team culture

## Experience

**Senior UX/UI Designer | MoCaFi (fintech serving underbanked populations)**

**Oct 2024 - August 2025, NYC**

- ◆ Led rebrand, design system, and mobile redesign for Direct Express federal benefits program serving millions of Social Security, Disability, and Veterans recipients
- ◆ Redesigned enrollment workflows for federal benefits, streamlining onboarding for millions of users
- ◆ Reduced design-to-development handoff time by 50% through implementation of a WCAG compliant design system

**Product Designer, Contract**

**Nov 2022 - Oct 2024, Remote**

- ◆ **Design Lead, Google/Waze (Dec 2023 - Apr 2024):** Provided design leadership during team transition, maintaining design system consistency across navigation product features
- ◆ **Google x Instrument (2024):** Product experience for Results About You, a privacy-focused search experience, conducting user research and iterating on data visualization components
- ◆ **BASIC/DEPT x Google Store (2022 - 2023):** Created design system components for e-commerce platform and landing pages, standardizing checkout flow across 15+ product categories
- ◆ **Product Designer, Aptos Labs (Feb 2023 - Nov 2023):** Contributed to Aptos wallet design system from 0-1, including comprehensive component library and 200+ custom icons, Pioneered AI-assisted design workflow for UI asset generation

## Visual Designer I- II, Coinbase (cryptocurrency exchange)

May 2021 - Aug 2022, NYC/Remote

- ◆ Designed chat support system identity serving 100M+ users, achieving 64% electronic ticket resolution with 96% of chats attended within 1 minute
- ◆ Translated complex crypto and blockchain concepts into clear infographics and educational materials, making cryptocurrency accessible to everyday users

## Visual Designer, Independent Practice (small creative agency)

Jun 2014 - May 2021, NYC

- ◆ Partnered with 30+ clients to develop cohesive design / identity systems, landing pages, and product UI, managing projects from discovery through implementation
- ◆ Created interactive brand guidelines improving design handoff efficiency

## Leadership & Teaching

- ◆ **Mentor | ADPList (2023 - Present):** Provide career guidance and portfolio feedback to 20+ early-stage product designers
- ◆ **Instructor | 92Y, New York (2017 - 2020):** Developed and taught design fundamentals curriculum for students of all ages
- ◆ **Screen Print Instructor | Rutgers University (2011 - 2013):** Developed Screen Print 101 undergraduate course, instructing 20 students per semester

## Education

- ◆ Certificate in Full Stack JavaScript, University of Washington (2024 - 2025)
- ◆ Master of Fine Arts, Visual Art, Rutgers University
- ◆ Master of Science, Art Education, University of Tennessee, Knoxville
- ◆ Bachelor of Fine Art, Printmaking, University of Tennessee, Knoxville

## Technical Skills

- ◆ **Design & Prototyping:** Figma, Adobe Creative Suite, Lottie, Jitter, Framer, Webflow, Cursor, Claude, VO
- ◆ **Frontend Development:** React, Typescript, Storybook, JavaScript, HTML/CSS, Next.js, GitHub, MongoDB, Vercel, Tailwind, Radix UI, Zeroheight
- ◆ **AI / LLMs:** Cursor, Claude, Midjourney, Sora, Suno, ElevenLabs