

Nick Betts

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EXPERIENCE

Walker

August 2025 – Present

Implementation Specialist

Indianapolis, IN

- Set up and optimized A/B testing via website intercepts, increasing survey response rates by 23%
- Built and maintained executive dashboards used by hundreds of stakeholders, translating 1M+ survey responses into product and business recommendations
- Designed and launched large-scale experience survey programs in Qualtrics, reaching up to hundreds of thousands of respondents
- Led client workshops and Qualtrics trainings for 60+ users, translating complex survey methodology and platform capabilities into actionable guidance
- Managed 10+ concurrent client implementations, gathering requirements, coordinating timelines, and serving as primary point of contact from kickoff through launch

Wisq

June 2024 – August 2024

UX/UI Design Intern

Redwood City, CA

- Designed and shipped in-chat banners and nudge emails, increasing click-through rates by 42.1%
- Collaborated cross-functionally with product managers, engineers, and marketing to ship user-centered features aligned with product goals
- Prototyped and tested 3 tone-personalization features for generative AI chat, informing the product direction for GPT-4o integration
- Built responsive web and mobile designs in Figma using Wisq's design system, ensuring visual consistency and accessibility standards

GravityDrive

June 2023 – August 2023

UX Design Intern

Fishers, IN

- Designed and prototyped interface flows for a VR emergency response simulator, reducing training response time by 43%
- Synthesized user research into wireframes and UI patterns for wayfinding signage, improving navigation for diverse user groups, validated through user testing

Open Lab - Newcastle University

May 2023 – June 2023

User Experience Researcher

Newcastle upon Tyne, England

- Conducted user interviews and co-designed a digital platform with researchers, shaping early-stage feature direction for 1,000+ nonprofit professionals across the UK

SKILLS

Methods: User Research, Usability Testing, Information Architecture, Interaction Design, Prototyping, Wireframing, User Flows, A/B Testing, Data Analysis, Data Visualization, Design Systems, Visual Design

Tools: Figma, Qualtrics, HTML, CSS, JavaScript, React, Jira, Notion, Tableau, Google Analytics, Databricks, Webflow, Adobe Creative Suite, HubSpot, Miro

PROJECTS

IMLeagues | *Capstone Project*

January 2024 – May 2024

- Redesigned the team registration flow, reducing task time by 79.7% and user errors by 95.3% through iterative usability testing
- Developed wireframes, prototypes, and high-fidelity UI in Figma, improving ease-of-use from 1.9 to 7.4 out of 10 based on user feedback across multiple testing rounds

EDUCATION

Purdue University - West Lafayette, IN

May 2025

B.S. in UX Design with minors in Psychology, Entrepreneurship, and Communication

GPA: 3.57/4.0