Bettina Chou

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Carnegie Mellon University
University Honors
Bachelor of Design, 05.2018

SuperHi Online
Adv HTML, CSS & JS
12.2019 - 2.2020

Squarespace

Product Designer III
/ Website Editor
03.2021 - Present

· Owning the refinement of interactions such as resizing & styling for images, the #2 most used component for Squarespace websites.

· Introduced flexible new styling settings and blocks to improve accessibility of websites, and unlock more expressibe layouts.

· Self-initiated refinement of visual system rules for website editor panels, improving usability & consistency of the editor and lowering the learning curve for teams to align on correct patterns.

· Lead and conduct design sprints, discovery, and interviews, to define the team's roadmap.

· Organize and present at workshares and mentor junior designers.

Product Designer II
/ E-Commerce
01.2019 - 03.2021

· Partnered with several teams across Commerce, the team focused on e-commerce workflows for users that transact on Squarespace.

· Launched Squarespace Extensions, enabling users to connect 3rd-party integrations to their site, as well as opening up a new revenue stream for SQSP.

· Drove several iterations of the Tax product, from migrating to the new design system, launching automated set-up, enabling extension connections, and creating an onboarding flow.

· Set foundation for Android design system strategy, leading to the launch of Point-of-Sale on Android. Defined roadmap and prototyped designs for subsequent iterations of the product.

Stripe

Product Design Intern
06.2018 - 09.2018

· Designed sharing and saving features on Stripe's internal prototyping tool, used by most designers and engineers while collaborating.

· Translated subscription management capabilities from Web to the iOS Dashboard, a highly requested workflow, and enhanced mobile visual design patterns.

CMU HCII

UX Designer
09.2017 - 05.2018

· Worked with Prof. Nikki Kittur and doctoral candidate Nathan Hahn to research & prototype ways consumers can better organize information from complex searches. Showcased findings at CMU 2018 HCII Connect and presented at CHI 2018.