

Caylee Betts, Product Designer | [www.cayleebetts.com](http://www.cayleebetts.com) | [caylee.betts@gmail.com](mailto:caylee.betts@gmail.com)

Entrepreneurial designer, leader, problem solver, strategic thinker, lean process advocate. Into tech, consumer products, startups, growth, leadership and personal development. Dabbles in visual design, user research, coding, and prototyping.

## Recent Experience

### **Porch** Senior Product Designer 2015

Porch is one of Seattle's fastest growing startups, helping homeowners improve their homes by hiring professionals and managing projects. I worked on the homeowner experience team to help build that new line of business, worked with retail partners like ATG and Wayfair to add Porch installation services to their retail sites, helped test new mobile features for our booking app, and designed a website to display the data from a national survey about homeownership that Porch conducted.

### **We Are Ratio** Senior Product Designer 2014-15

Ratio is a product design and development agency, building experiences for clients on web, mobile, connected TV and gaming consoles. I worked from concept, through mapping, wireframing, prototyping, and visual design. I also pursued other initiatives within the company, including providing design leadership to our intern, recruiting new talent, leading the company soccer team and contributing to experimental projects for our internal incubator.

### **Betts&Co.** Owner/Designer 2009-14

Directed a team of 7 (at its peak) in my web design and development shop. Cornered the premium/boutique wine, beer and food industry. Employees describe my leadership as "proactive and confident," saying, "her passion spreads to the team," and that "she thinks through problems thoroughly and explores many solutions to find the most effective ones."

## Side Projects

### **Swipies** Founder/Designer 2015

I designed a drawing/writing tool called Swipies, managed prototype-to-production with the manufacturer, and am now selling them to individuals and companies. They are for sale on Etsy, plus available to be customized for businesses to use as swag, a welcome gift to new hires, or use around the office for more productive meetings and brainstorming.

### **Scout** Founder/Designer 2015

With the help of two engineers, I am building a sports app that places recreational athletes into open spots in local games on-demand, based on their availability, location and skill level. I've grown the community to 4,000 players in the Seattle area alone and will use this group as beta testers.

## Education / Skills

### **Bachelor of Arts** Graphic Design 2009

**Independent Continued Education** Workshops, courses, events, tutorials and hackathons focused on coding, design, entrepreneurship and product management

**Primary Tools** Sketch, HTML, CSS, InVision, Principle, Illustrator, Photoshop (open to and experienced in using others)

## Volunteer Experience

### **Seattle Sports Tech Meetup** Organizer 2015

### **YouthCare** Volunteer 2014-15

**Habitat for Humanity** Home builder, fundraiser, donor 2013

**Susan G Komen** auction event planner, donor, 3-day event participant 2008-14

**Ballard Youth Soccer** Coach 2009, 2013-14

## Past Experience

### **The Station Pizzeria** Consultant 2012-13

Consulted on opening restaurant by overseeing interior flow/design; signage; menu development; beverage program; website development; social media; grand opening PR and event planning.

### **Square Tomato** Art Director 2009-10

Began as an intern and advanced into Art Director, including winning the re-brand project for Evergreen Hospital and working with Mrs. Cooks & The Bravern.

### **NBA/Phoenix Suns** Graphic Designer 2007-08

Created partnership pitches for companies like Red Bull, Grey Goose, and Toyota. There were signage renderings. There were pitch decks. There were promo t-shirts. A great first "real" job.