

Jayden Betts

jaydenlbetts@gmail.com • Davis, CA 95616 • (650) 451-2241

Portfolio: jaydenbetts.design • LinkedIn: www.linkedin.com/in/jaydenbetts

Product designer specializing in iOS, B2B, and design systems — designing digital products end to end, from user research to polished UI. UC Davis Design graduate.

RELEVANT EXPERIENCE

Head of User Experience & Product Design — R3SHORE (*Apr. 2026 – Present*)

- Own end-to-end UX and brand design for an AI-powered manufacturing coordination platform, defining the design system, core user flows, and visual identity from zero to one.
- Designed the brand identity from scratch and shipped the marketing site and early-access experience that drives sign-ups.

UX Design Cohort — Design Interactive (*Apr. 2026 – Present*)

- Designed Bearings, a group road-trip planning app, end to end over a 7-week cohort — leading brand identity, the design system, and 38 final screens.
- Won Audience Choice at Cohort Presentation Night, pitched to a panel of industry judges.

UX Design Fellow — Design Interactive (*Oct. 2024 – Dec. 2024*)

- Selected for a competitive design fellowship; designed a mobile app concept end to end in Figma, earning the team's Most Innovative Design award.

ADDITIONAL EXPERIENCE

Marketing Director — SacHacks (*Jul. 2025 – Jun. 2026*)

- Lead marketing and content strategy across official social channels, growing engagement and driving turnout for the annual hackathon.
- Support outreach efforts driving participant registration and sponsor visibility.

Designer — TEDxUCDavis (*Aug. 2025 – Apr. 2026*)

- Designed visual assets and event branding aligned to TEDx brand guidelines, strengthening audience engagement.
- Collaborate with marketing and event teams to deliver cohesive visual storytelling.

Marketing Director — Machine Learning Student Network (*Jan. 2026 – Jun. 2026*)

- Directed marketing efforts and managed social media and promotional content to grow community engagement and event attendance.

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Server — Black Bear Diner (*Sep. 2025 – Mar. 2026*)

- Provided attentive table service in a high-volume restaurant, ensuring a positive guest experience.

Event Staff / Busser — Mullins Bar & Grill (*Feb. 2022 – Sep. 2024*)

- Assisted in service for high-profile clients including Navy Seals, 49ers, and Celsius.

Cashier Supervisor — Ross Stores, Inc. (*May 2021 – Feb. 2022*)

- Achieved top Company Productivity Rate nearly every week.

EDUCATION

Bachelor of Arts in Design — UC Davis

Associate of Arts in Communication — Skyline College

SKILLS

Figma, Prototyping, Design Systems, User Research, Wireframing, UI/UX Design, Interaction Design, Brand Identity, Adobe Creative Suite, After Effects, HTML/CSS