Bethany Van Houten

PRODUCT DESIGNER AND RESEARCHER

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I'm a multidisciplinary product designer and researcher with background in industrial design and UI/UX with a strong track record in the design and research of both physical and digital products. At the core of my work I'm passionate about user experience research, and allowing insights to drive product development to create innovative solutions that solve real problems.

EXPERIENCE

UI/UX Designer and Research Lead
🏢 Gentex Corporation - Zeeland MI   📅 Nov. 2021 – Present

- Onboarded EnjoyHQ and built a research repository to increase productivity in qualitative analysis and centralize data and improve alignment across product teams
- Brought on UserTesting.com as a tool to expand research pathways and enable quicker insights and develop a continuous discovery practice
- Established UXR practice in the design studio and documented processes to assist in research enablement across the team
- Conducted user research including interviews, usability testing, surveys, and discovery research across multiple product verticals in varying phases of the design process to assist product line managers in creating strategic product roadmaps
- Led multiple research initiatives including in-person moderated usability testing and large form beta testing from start to finish and delivered valuable insights to product teams and executive leadership
- Designed, prototyped, and built interfaces for product concepts, show properties, and production ready software
- Led design and research projects from start to hand off, taking on roles as designer, researcher, project manager, and research operations

In my time at Gentex I've flexed many skills from 3D modeling, sketching, interface design, and user experience research. I established a new process for UXR, including bringing on tools like UserTesting.com and built a repository in EnjoyHQ. I've continued to work to refine research within this studio and along the way have learned a great deal about the design process and design thinking and how research insights play a vital role to not only the design team, but the product team.

Junior Industrial Designer
🏢 2B Studio - Grand Rapids MI   📅 Sep. 2020 – Jul. 2021

- Worked individually and collaboratively on projects centered around furniture, lighting, and consumer goods
- Produced 3D models, renderings, and visual elements for a wide variety of products
- Worked in every stage of the design process to develop ready to ship products for clients

Industrial Design Intern
🏢 Spectrum Health Innovations and Grand Valley State University   📅 Sep. 2019 – Dec. 2020

- Worked on an multi-disciplinary team of designers and engineers to research, design, and build a solution to clogged feeding tubes due to poorly crushed medications in clinical settings
- Conducted in depth research including interviews with multiple stakeholders, observation, brainstorms, concept feedback sessions, and prototype testing
- Iteratively designed and developed a solution based on our research findings and feedback from users

My experience working with the Spectrum Health and GVSU teams solidified my love for research and how these insights can lead product development.

SKILLS

Qualitative and quantitative user research, moderated and unmoderated approaches, data analysis, behavioral analysis, customer journey mapping, design thinking, prototyping, sketching, 3D modeling

TOOLS

User Testing, EnjoyHQ, Figma, Figjam, Miro, Sketch, Slack, Teams, ChatGPT, Adobe Suite, Rhino 3D, Keyshot, Microsoft 360

EDUCATION

UX Certification with special recognition in Research
📖 The Nielsen Norman Group

BFA in Industrial Design
📖 Kendall College of Art and Design