Simone Betito

I'm a product designer specializing in data visualization and analytics tools.

Education

Master of Science in Data Visualization
Parsons School of Design, NYC

Honours Bachelor of Commerce in Marketing
Toronto Metropolitan University

Continuing Education Design Certificate
George Brown College, Toronto

Skills & Tools

Tableau (advanced level user) / Looker
HTML / CSS / JavaScript
Python / SQL
D3.js / Highcharts.js / Svelte
Adobe Creative Suite / Figma
JIRA / Agile Methodology
Git / Github

Data analysis
Machine learning
Data wrangling
Insights & data storytelling
Design system building
Data visualization best practices
Custom innovative visualizations
Product design & UX wireframes
Data equity and justice
Data literacy

Awards & Publication

2023 Information is Beautiful Awards long-list
2022 *More Than Money,* Annick Press
2022 Nightingale Print Magazine Issue #1
2021 Nightingale Publication, Data Visualization Society
2019 UN Human Development Data Visualization Challenge Winner
2019 Kantar Information is Beautiful Awards long-list
Provost Scholarship Award Winner, The New School

Experience

Senior Product Designer - Data Visualization
Medidata, NY & Remote
2020 —

Key Achievements:
- Lead data visualization designer across Medidata's platform products
- Leading data design standards for our design system
- Women In Technology BRG organizer
- Leading accessibility standards across the organization and AA compliance for our design system

Data Visualization Workshop Instructor
The New School, NY
2020 —

Key Achievements:
- Created a curriculum for graduate students in the Global Affairs program
- Taught Data Visualization best practices, Tableau, and Excel skills
- Received positive feedback from all student attendees

Data Visualization Developer
Girl Scouts of America, NY & Remote
2019 — 2020

Key Achievements:
- Created and implemented a cohesive design system utilized by the data team
- Quickly ramped up on Looker and became a tool administrator in less than a month
- Designed and coded geospatial maps to visualize the impact of COVID-19 across all Girl Scouts Councils
- Analyzed and visualized data for the company that were historic firsts such as badge sales by pillar, Latinx engagement and program survey data

Performance Analyst II
TELUS, Vancouver / Toronto & Remote
2016 — 2019

Key Achievements:
- Organized, streamlined and centralized all team reporting with various audiences (project managers, business analysts, directors & VP's)
- Initiated a new Tableau server for the team
- Championed the transition from manual reporting to dashboard reporting with Tableau and the Resource Project Planner using custom SQL code
- Received various performance recognition awards including the Leadership Excellence Award and Fiscal Champion Excellence Award
- Co-Lead of the Thought, Leadership & Analytics in Connections Vancouver, TELUS' Women's Network which entailed gathering data on the gender breakdown of employees at TELUS and measuring various KPIs