Devynn Li Belter | Product Designer

I am a product designer that can build a digital presence from zero. From developing a brand identity to crafting an impactful digital product, I have a unique ability to capture and convert users. With over 5 years experience, I've built Digital Design Pacific to help startups hit the ground running.

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Linkedin
(951)212-0167
San Francisco Bay Area

Experience

Digital Design Pacific | Founder & Product Designer

MAR 2025 – PRESENT

- Led web design and development, delivering 15+ projects with 5 star client ratings.
- Collaborated with international clients across East Asia and the US; led cross-functional teams across design, development, and marketing, driving project delivery
- Crafted style guides that shaped visual identities for early-stage AI startups, helping increase brand recognition in competitive markets.
- Led design strategy by integrating competitive analysis, design theory, and user research

SEOpologist | Product Designer

FEB 2023 – MAR 2025

- Designed, developed, and launched 100+ fully responsive WordPress sites, meeting ambitious 2-week delivery goals and achieving a 98% client satisfaction rate.
- Served as sole designer for projects with clients such as BetterHelp, Belle Tress, and Semaglutide NYC, driving an average 30% increase in brand engagement.
- Directed a cross-functional team of developers, implementing agile methodologies that reduced project turnaround and improved team delivery consistency.

Freelance | Web Designer

OCT 2020 – FEB 2023

- Built responsive, accessible websites with HTML and CSS optimized for performance across desktop, tablet, and mobile.
- Crafted brand identities including logos, color schemes

Education

UC Berkeley, School of Information

AUG 2025 - MAY 2027

Masters of Information
Product Design & HCI

California Lutheran University

AUG 2015 – MAY 2019

Bachelors of the Arts
English

Skills & Languages

Design Tools & Tech Stack

Figma · Adobe Creative Cloud · Wordpress · Elementor · HTML/CSS · Python · Asana · Google Analytics · SEMRush · Hotjar · Google Suite · Keynote

Skills

Wireframing · Prototyping · Journey Mapping · Need finding · Personas · Brand Design · Graphic Design · Web Development · User Research

Frameworks

Double Diamond · Design Thinking