Chris Bendana

www.bendana.net | Email: chris@bendana.net | Phone: 469-371-2617 | Address: Garland, TX

Experienced Product Designer with over 18 years of expertise in crafting user-centered digital solutions and scalable design systems. Skilled in accessibility, rapid prototyping, and usability testing. Adept at aligning cross-functional teams with organizational goals, mentoring designers, and utilizing tools like Figma, Adobe CC, and Jira. Proficient in HTML/CSS and responsive design, delivering impactful results through data-driven decision-making and innovative design approaches.

Employment

Senior Product Designer | FedEx Dataworks | Feb 2023 – Present | Garland, TX

- Designed and managed a multi-branded design system adopted by 10+ teams, reducing component variations by 30% and ensuring 100% accessibility compliance.
- Led cross-functional workshops with stakeholders to prioritize user needs, enhancing alignment and reducing project delays by 20%.
- Created high-fidelity prototypes, resulting in a 25% improvement in user testing success rates.
- Mentored 4 designers, fostering skill development and increasing design quality across teams.
- Advocated for design thinking practices, influencing decision-making in over 15 projects.

Co-Founder, Senior Designer | PrepYoSelf, LLC | Sep 2021 – Present | Garland, TX

- Designed and launched an e-commerce platform driving a 40% increase in subscriptions.
- Conducted usability tests with 50+ users, leading to a 15% improvement in task completion rates.
- Gained national recognition with features on MyFitnessPal, Fitbit, and Fox News.
- Created automated email campaigns that boosted retention rates by 20%.
- Analyzed user feedback and optimized user flows, improving customer satisfaction scores by 18%.

Senior Product Designer | PLANOLY | Aug 2020 – Sep 2021 | Austin, TX

- Implemented a scalable design system used by 3 cross-functional teams, enhancing consistency across mobile and web platforms.
- Delivered user flows and prototypes, leading to a 30% reduction in onboarding friction for 5M+ users.
- Facilitated UX workshops, improving collaboration and alignment among Product, Engineering, and Marketing teams.

Product Designer | The Appraisal Lane | Apr 2018 – Aug 2020 | Austin, TX

- Streamlined a design system adopted across iOS, Android, and the web, improving engineering efficiency by 25%.

- Conducted 20+ usability tests, driving enhancements that increased platform usage by 10%.
- Introduced data-driven decision-making processes, resulting in more targeted product strategies.

Senior UX/UI Designer | Ziff Davis Commerce, Offers.com | Mar 2015 – Apr 2018 | Austin, TX

- Optimized e-commerce platforms across multiple properties, contributing to a 15% revenue increase.
- Developed a shared commerce service suite, reducing operational costs by 20%.
- Designed cross-platform experiences, increasing conversion rates by 12%.

UX/UI Designer | Main Street Hub | Mar 2012 – Dec 2014 | Austin, TX

- Redesigned billing and signup processes, increasing customer satisfaction scores by 15%.
- Implemented visual analytics features, improving operational efficiency by 10%.
- Delivered marketing assets, including email campaigns, boosting user engagement by 18%.

UX and Interaction Designer | Promo Labs | Jun 2011 – Mar 2012 | Austin, TX

- Improved checkout process, driving a 10% increase in conversions.
- Designed reporting dashboards, enhancing user insights and engagement.

Web Designer | New Era Portfolio | Dec 2010 – May 2011 | Austin, TX

- Enhanced product pages, increasing sales by 8%.
- Led a website redesign that improved customer satisfaction metrics.

Web Designer | Data Direct Networks | Jan 2010 – Aug 2010 | Chatsworth, CA

- Redesigned corporate website, boosting user engagement by 12%.
- Developed CMS templates, reducing content management time by 30%.

UX Designer | Modern Vision Media | Oct 2008 – Jan 2010 | Calabasas, CA

- Streamlined user signup, reducing friction by 20%.
- Designed branding and marketing assets, achieving a 15% improvement in user acquisition.

Graphics Operator | Don McDonald & Sons | Aug 2006 – Mar 2008 | New York, NY

- Managed client projects, ensuring timely delivery and quality alignment.
- Created branding solutions tailored to diverse industries.

Education

- **Bachelor of Arts and Technology** | The University of Texas at Dallas | 2002–2006 | Richardson, TX
- **Certification in Visual Design, Level II** | Richland College | 2000–2002 | Dallas, TX