


ALEXANDER T. BENNETT


User Experience Designer

Summary

I am a dedicated user experience professional with deep technical expertise and a passion for solving complex design challenges. I deliver incredibly functional designs with frontrunning aesthetics all grounded in contemporary psychology principles.

 AlexBennettUX.com

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Work Experience

User Experience Designer

Ordereze / J&J Multimedia (July 2014 - PRESENT)

- | Lead the design of Online Ordering Pro, the company's fastest selling product and the food industry's first brand-adapting e-commerce platform for independent restaurants.
- | Lead the design of Social Hub, the company's upcoming end user dashboard set to become the digital marketing industry's most comprehensive control panel.
- | Reduced production lead times from 8.5 weeks to 1.5 days thus drastically reducing churn by designing, enhancing, and debugging the company-wide CRM platform.
- | Increased sale leads by redesigning digital marketing campaigns that achieved higher open rates (+36%), click rates (+9%), and landing page conversion rates (+52%).

Education

M.S. in User Experience Design

Kent State University
July 2017 - Dec 2018

B.A. in Psychology

SUNY College at Oneonta
Aug 2011 - May 2015

Skills (ranked)

UX	Dev	Fields
Sketch	JavaScript	B2B
Adobe	JQuery	B2C
Keynote	HTML5	SaaS
Axure	CSS3	
Balsamiq		
Flinto		
Principle		