HELENE DENDOR
PRODUCT DESIGNER

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CERTIFICATIONS

PROGRAM MANAGEMENT PROFESSIONAL (PMP)

CAREERFOUNDRY
UX Immersion
Voice User Interface Design

DESIGNLAB
Advanced Figma

EDUCATION

PEPPERDINE UNIVERSITY
MBA
Malibu, CA

FUNDACAO GETULIO VARGAS
International Program Management
Sao Paulo, Brazil

UNIVERSITY OF TEXAS
BA in Psychology
Austin, TX

LEADERSHIP QUALITIES

Authentic
Flexible
Collaborative
Self-aware
International Traveler
Strategic thinker
Passionate

SKILLS

UX Strategy
Interviewing
Statistical Analysis
Quantitative & Qualitative
    Research
Ethnographic Studies
Surveys
User Personas
Journey Maps
Information Architecture
Wire-framing
Prototyping
Usability Testing
Preference Testing
AI prompts

TOOLS

Qualtrics
Lyssna (Usability Hub)
Google Analytics
Figma
Jira
Whimsical
Lucidchart
Canva
WordPress
Facebook Ads Manager
Etsy Ads
ChatGPT

EXPERIENCE

UTHEALTH - CHILDREN'S LEARNING INSTITUTE
Houston, TX
Product Designer — May 2022 - Present

- Primary UX consultant for multiple product teams, driving integration of UX principles to improve product outcomes.
- Leading UX strategy for CLI Engage and TECPDS, advancing usability and engagement on platforms with 40,000+ monthly users.
- Spearheaded workshops to foster a user-centric approach, equipping teams with actionable UX skills and shifting toward user-first design.
- Collaborated with product owners and analysts to resolve UX disconnects, prioritizing improvements to boost user satisfaction and platform efficiency.
- Shifted survey responsibility to product lines, training teams on effective survey creation and data interpretation, leading to better decision-making and increased user satisfaction.

UX Researcher — Oct 2021 - June 2022

- Managed UX research across diverse projects, selecting methods like surveys, A/B testing, tree testing, usability testing, and interviews. Combined qualitative and quantitative insights to inform data-driven platform improvements aligned with user needs.
- Led an in-depth study on continued learning courses, using surveys and interviews to enhance the course catalog and simplify micro-credentials. Developed high-fidelity prototypes and delivered insights that improved both user experience and team understanding.
- Uncovered a preference for Spanish subtitles over dubbing, saving 8 months of development time and costs, while expanding course use for group learning and users with varying English proficiency.
- Expanded the scope of a demographic update study to explore user sentiment on data sharing. Identified transparency as key to participation, leading to strategies that encouraged users to provide demographic information.

HACK FOR LA
Remote
UX Researcher — Oct 2021 - June 2022

- Conducted competitive analysis comparing volunteer sites gathering insight about on-boarding, filter options, and sign-up choices to aid in site evaluation and development.
- Explored user journeys and user flows for dual aspects of the site including the volunteer sign-up flow and the project lead job posting flow.

STUDENTS HELPING.ORG
Remote
UX Designer & Researcher — Nov 2021 - Apr 2022

- Conducted a heuristic review of the current state of student volunteer platform to identify usability concerns to prepare for nationwide Canadian expansion.
- Led usability testing to gather insights on finding volunteer opportunities, tracking progress, and submitting hours.
- Collaborated on redesign of logo and visual elements, enhancing brand identity.

DENDORABLE DESIGN
Remote
UX Designer & Digital Marketing Strategist — Jan 2019 - May 2022

- Collaborated with business stakeholders to create mobile-first applications and develop product roadmaps. Built sites from the research phase through wire-frame development. Ideated frames and tested usability experience to foster sites to high-fidelity prototypes.
- Audited wire-frames prioritizing functionality and accessibility while supporting clients' goals
- Established email lists, researched SEO, and built audiences engagement through email, social media, Facebook ads, and giveaway campaigns to gain brand awareness and foster site traffic

JEDI JONES
Daytona Beach, FL
Product Manager — Feb 2019 - Oct 2020

- Interviewed people with short-term rental needs. Analyzed their user journeys to determine the most important features and qualities when renting and searching for properties online and applied results to listings.
- Researched market rates and seasonal trends to balance and maximize both nightly prices and occupancy rates in short-term rental properties.
- Managed property portfolio overseeing restorations and inspections to ensure project quality and timelines.

SPACE AND MISSILE SYSTEMS CENTER
El Segundo, CA
Acquisition Program Lead — Aug 2017 - Feb 2019

- Advised strategic direction, requirement definition, and project scope to a $6B/year portfolio.
- Designed and conducted training sessions to instruct teams from various disciplines on RFP development and the contractor selection process
- Counseled vendors on platform development to ensure its design met the needs of the project managers and contracting officers for new file repository system.