HELENE DENDOR
USER EXPERIENCE STRATEGIST & RESEARCHER

Helene.Dendor@gmail.com
Houston, TX
Portfolio: Dendorable.com
www.linkedin.com/in/helene-dendor/

USER RESEARCH & STRATEGY

User Interviews
Survey Design & Analysis
Product Roadmapping
Usability Testing
Stakeholder Alignment
Competitive Analysis

USER EXPERIENCE DESIGN

Information Architecture
User Flows
Interaction Design
Usability Problem Solving
UX Writing
Journey Mapping

EDUCATION

PEPPERDINE UNIVERSITY
MBA
Malibu, CA

FUNDACAO GETULIO VARGAS
International Program
Management
Sao Paulo, Brazil

UNIVERSITY OF TEXAS
BA in Psychology
Austin, TX

CERTIFICATIONS

PROGRAM MANAGEMENT PROFESSIONAL (PMP)

CAREERFOUNDRY
UX Immersion
Voice User Interface Design

DESIGNLAB
Advanced Figma

LEADERSHIP

adplist.org
Community Architect Mentor

HEXAGON UX HOUSTON
Mentoring Program

TOOLS

Figma
Qualtrics
Lyssna (Usability Hub)
Question Pro
Jira

PROFESSIONAL SUMMARY

User Experience (UX) Strategist and Researcher with over 5 years of dedicated experience in the UX field, complemented by more than 5 years in Project Management. Holds an MBA and a bachelor's degree in Psychology, providing a unique blend of business acumen and user-centered research expertise. Proven track record of leading cross-functional teams to deliver solutions that align with business objectives.

EXPERIENCE

Lead UX Researcher & Strategist
Jan 2024 - Present

UTHealth - Children's Learning Institute | Houston, TX

A research and clinical center focused on improving learning and development in children.

- Develop and implement a design system for the organization, standardizing UI components and navigation to ensure consistency and scalability across over 100k users and 300+ employees.

- Lead workshops for 8 product teams, totaling 75 team members, tailoring UX training through discovery sessions with product owners to align with specific product lines and drive user-centered decision-making.

- Facilitate a 360° review of the Help Center by conducting 8 qualitative staff interviews and a baseline user survey with 10,000 participants, identifying workflows and analyzing Jira ticket resolution data to identify inefficiencies in messaging and task routing, informing a strategic UX redesign.

- Mapped the entire site ecosystem to identify redundancies and disconnected product lines, standardized page naming for clarity, and created a foundation for restructuring site architecture to optimize navigation and streamline user flows.

Lead UX Researcher
May 2022 - Dec 2023

- Pioneered an in-depth mixed-methods UX study of the continued learning area by surveying 15,000 users and conducting six in-depth interviews with lower-satisfaction scores to uncover behavioral trends, leading to site-wide design improvements.

- Streamlined course development using A/B testing and qualitative surveys questions to determine user language preferences for Spanish courses, finding that 39% preferred English audio with Spanish subtitles, preventing an unnecessary 8-month dubbing project and reducing development costs.

- Expanded a demographic update study beyond UI preferences by conducting a survey with 3,000 participants to identify key trust factors like transparency and data security, resulting in a redesigned messaging strategy and design updates aimed at increasing data submission accuracy and trust.

UX Researcher
Oct 2021 – May 2022

Hack for LA | Online

A non-profit organization that utilizes technology to address community issues by building digital products, programs, and services in collaboration with local government and community partners.

- Enhanced global volunteer onboarding by 25% through generative research, including interviews and surveys, to design a platform with filters for project status, location, skills, and time zones, replacing GitHub's inefficient system.

- Streamlined workflows for 20+ project managers by identifying key needs such as relevant volunteer filters and automated time zone adjustments, reducing manual tasks and improving team-building efficiency.

UX Designer & Digital Marketing Strategist
Jan 2019 – May 2022

Dendorable Design| Online

A freelance consultancy specializing in user-centric product strategies, bridging UX, psychology, and digital marketing to enhance audience understanding, optimize product flows, and drive business growth.

- Developed and implemented comprehensive UX strategies and frameworks, aligning design vision with business objectives and leveraging user research insights and data analysis to optimize user engagement and drive product success.

- Enhanced user engagement through A/B testing, preference testing, and audience analysis, refining UX and marketing strategies to optimize user satisfaction and deliver measurable results for clients.

- Created and executed integrated digital marketing strategies, including email list management, SEO research, and social media and paid ad campaigns, increasing brand presence, driving traffic, and boosting customer engagement.

UX Designer & Researcher
Oct 2021 – May 2022

StudentsHelping.Org | Online

A non-profit organization dedicated to connecting students with age-appropriate volunteer opportunities to meet school requirements and foster community engagement.

- Enhanced global volunteer onboarding by 25% through generative research, including interviews and surveys, to design a platform with filters for project status, location, skills, and time zones, replacing GitHub's inefficient system.

- Streamlined workflows for 20+ project managers by identifying key needs such as relevant volunteer filters and automated time zone adjustments, reducing manual tasks and improving team-building efficiency.

Project Manager
Feb 2019 – Oct 2020

Jedi Jones | Daytona Beach, FL

A boutique real estate investment firm specializing in acquiring and renovating distressed residential properties for long-term rental and vacation rental markets.

- Conducted user journey research through interviews with renters and analysis of local vacation rental data to identify key features like pricing trends, amenities, and guest preferences, informing property setup and marketing strategies.

- Transformed outdated properties into high-performing vacation rentals by managing restoration projects, completing them ahead of schedule and on budget, and designing welcoming spaces tailored to target audiences.

- Optimized rental performance by leveraging market research to achieve an 85% average occupancy rate while maximizing nightly pricing, and balancing profitability and guest satisfaction.

Acquisition Program Lead
Aug 2017 - Feb 2019

Space & Missile Systems Center| El Segundo, CA

The Space and Missile Systems Center (SMC) is the U.S. Space Force's center for acquiring and developing military space systems.

- Advised strategic direction, refined requirements, and scoped projects for a $6B/year portfolio, ensuring alignment with organizational goals and user needs for successful program execution.

- Designed and led training sessions, guiding cross-disciplinary teams in RFP development and contractor selection processes, emphasizing clear communication and user-focused solutions.

- Collaborated with vendors on platform development, ensuring design solutions met the needs of project managers, contracting officers, and end-users for a new file repository system, enhancing user experience and operational efficiency.

Project Manager
June 2014 - Aug 2017

- Forecasted requirements, prepared budgets, scheduled monetary obligations, and analyzed variances for a high-profile, time-sensitive contingency operation project valued at over $100M, ensuring financial resources were optimally allocated to meet project goals.

- Conducted ethnographic studies to redesign the CAC ID process, identifying user pain points and streamlining the process, which reduced wait times from 6 hours to 20 minutes, enhancing overall user satisfaction.

- Performed in-depth interviews and analyzed both quantitative and qualitative data to identify employment barriers for persons with disabilities, resulting in actionable insights that informed future hiring strategies and created more inclusive workplace practices.