HELENE DENDOR

UX STRATEGIST AND PRODUCT DESIGNER

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USER RESEARCH & STRATEGY

User Interviews
Survey Creation
Product Road-mapping
Usability Testing
AI-enabled Analysis and Research Ops
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

AI ADVANTAGE
AI Cloning

TOOLS

Figma
ChatGPT, Perplexity, Copilot
Qualtrics
Lyssna (Usability Hub)
Question Pro
Jira
Confluence
Canva

PROFESSIONAL SUMMARY

Lead Product Designer and UX Strategist with 15+ years of experience connecting user research, product design, and business strategy to solve complex digital and operational problems. Lead discovery, experience design, design systems, and process improvement for large-scale platforms. Known for challenging assumptions, translating research into actionable product decisions, and creating scalable solutions that improve user experiences and business outcomes.

EXPERIENCE

Lead Product Designer & Strategist

Jan 2023 - Present

UTHealth - Children's Learning Institute (CLI)| Houston, TX

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

- Lead end-to-end UX strategy and product design for CLI Engage, serving approximately 40,000 monthly users, translating user research, business requirements, and technical constraints into information architecture, interaction patterns, UX writing, prototypes, and implementation guidance.
- Established an approved design-system foundation to standardize typography, color, components, interaction states, and usage guidelines, creating reusable standards for consistent product design across CLI Engage.
- Eliminated 8 months of unnecessary Spanish-language dubbing work through AI-assisted preference testing and qualitative research, revealing that 39% of users preferred English audio with Spanish subtitles and informing a more cost-effective course experience.
- Lead the redesign of CLI Engage's dashboard, School Management, Texas Rising Star workflows, and administrative interfaces, applying reusable design-system patterns to improve navigation, information hierarchy, consistency, and scalability.
- Established an organization-wide UX intake process using Project Readiness and UX Engagement assessments to align teams on user problems, requirements, research needs, and success measures before design begins, improving project scoping and reducing avoidable rework.
- Developed and piloted an AI-assisted UX review agent grounded in accessibility, usability, and design-system standards; partnered with analysts to evaluate accuracy and feasibility for repeatable design-quality reviews.
- Designed and facilitated UX workshops for 75 employees across eight product teams, strengthening discovery practices and user-centered decision-making

Lead UX Researcher

May 2022 - Jan 2023

ObjectWin Technology |(Contract Assignment to UTHealth - CLI

- Led a multi-phase course-catalog redesign through stakeholder interviews, user research, a survey of 26,000 users yielding 1,500 responses, and iterative prototypes; identified course findability rather than content quality as the primary usability problem.
- Developed and tested course-discovery concepts and shared findings with CLI's external learning-platform provider; subsequent platform updates introduced filtering capabilities aligned with the research recommendations.
- Expanded a demographic-update usability study into a 3,000-participant investigation of user trust, identifying transparency and data-security concerns that informed revised messaging and interface improvements to encourage accurate data submission.

UX Designer & Digital Marketing Strategist

Jan 2019 – Present

Dendorable Design| Freelance

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.

- Develop and implement 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.
- Enhance 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.

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.

Experience Strategy Project Manager

Feb 2019 – Apr 2022

Construct Forward |Daytona Beach, FL

A boutique real estate investment and construction 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.
- Redesigned the CAC ID issuance process through ethnographic research and implementation of a new appointment-based scheduling system, reducing wait times from 6 hours to 20 minutes, a 94% improvement.
- 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.