

# ALEX DULL

www.alex dull.com ux@alex dull.com linkedin.com/in/alex dull/

## EXPERIENCE

### FREELANCE PRODUCT DESIGNER

#### Product Design Caddie [2023–Present] Austin

- Deliver customer-centered websites and apps for startups, including tailored brand identities, interaction design, and the transformation of print content into adaptive digital experiences.
- Conduct UX assessments to resolve usability issues in mobile applications, AI, and cloud-based tools.

### SENIOR UX DESIGNER

#### Arrive Logistics [2019–2023] Austin

- Shaped the strategy and direction from ideation to implementation for automating the carrier portal, driving a 115% YoY increase in digital bookings and increasing small cohort carriers' share of total carrier cohort sales from 20% to 40% within three years, using Figma for design mockups and prototyping.
- Drove small cohort carrier adoption from 0 to 52,000 users by implementing strategic sales enablement features powered by user research, AI, and data science.
- Conducted a heuristic evaluation of the legacy document management tool, identifying usability gaps that increased manual work and slowed operational efficiency.
- Solved business problems by working cross-functionally to identify enterprise product opportunities, leading the design, testing, and iteration of solutions that increased sales productivity by 100% through improved workflows and user research.
- Mentored designers in applying best practices while establishing and maintaining comprehensive guidelines that strengthened Arrive's Design Language System.

### UX DESIGNER

#### Ziff Media Group [2017–2019] Austin

- Designed mobile-first websites for Offers, PCMag, AskMen, and Mashable, reaching 5 million monthly users, while collaborating in Agile sprints, pointing stories in Jira, and documenting design decisions in Confluence.
- Built intuitive e-commerce experiences across 25,000 top online stores by leveraging card sorting, A/B testing, and the UserTesting platform to improve navigation, filtering, and engagement.
- Managed the end-to-end redesign of BlackFriday.com and developed a custom CMS for ad scan uploads, increasing engagement and driving a 20% lift in conversions.

### SENIOR DIGITAL DESIGNER

#### Womensforum [2014–2017] Chicago

- Led company rebrand, using wireframes and prototypes to redesign the website, improve market positioning, and drive campaign success while aligning with best practices in UX design and brand development.
- Collaborated with stakeholders to grow advertiser acquisition through targeted strategies and optimized media planning across digital channels.
- Executed the design strategy for high-performing UI solutions, producing hundreds of IAB display ads that increased engagement and ROI for 45 million monthly visitors.

### MID LEVEL DESIGNER

#### National Geographic Learning [2010-2014] Chicago

- Produced award-winning, widely circulated textbooks for National Geographic Learning, leading cover design, visual direction, and storyboarding for multiple educational series while collaborating on creative strategy and coordinating with vendors and illustrators.

### DESIGNER

#### NCSA Sports [2008-2010] Chicago

- Worked on branding strategies across print and digital media, designing targeted ad campaigns for platforms like Facebook, Twitter, YouTube, and Google, while creating recruitment playbooks and trade show materials for major events including Nike and Under Armour Combines.

## EDUCATION

- UX and Front End Certified / General Assembly
- BA in Graphic Design / Grandview University

## ACHIEVEMENTS

- 2x Hackweek Winner
- CODiE Awards Education, Midwest Book Award