

ALEX DULL

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FREELANCE PRODUCT DESIGNER

Product Design Caddie κ 2023 ↘ Austin

- Collaborate with startups to design innovative websites and apps with new brand identities, conduct UX assessments to resolve usability issues in AI and cloud-based tools, and transform print content into adaptive digital experiences.

SENIOR UX DESIGNER

Arrive Logistics κ 2019 ↘ Austin

- Shaped the strategy and direction 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, machine learning, 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 and operations problems by working cross-functionally to identify enterprise product ideas I designed, tested, and iterated on, doubling sales productivity through better workflows and user research.
- Established and maintained comprehensive guidelines and best practices, enhancing Arrive's Design Language System and mentoring designers as the team grew from 4 to 16.

UX DESIGNER

Ziff Media Group κ 2017 ↘ 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 κ 2014 ↘ 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.
- Developed and 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 κ 2010 ↘ Chicago

- Designed award-winning, widely circulated textbooks for National Geographic Learning, leading creative strategy, cover design, and visual direction across multiple educational series while sourcing vendors, directing illustrators, and storyboarding concepts for stakeholder alignment.

DESIGNER

NCSA Sports κ 2008 ↘ Chicago

- Developed 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