

# ALEX BENISON

## Lead Product Designer

Lead Product Designer with over 11 years of experience leading strategic design initiatives and collaborative engagements to build successful products that solve real problems for real people.

### SKILLS

Strategic product direction  
Design thinking  
Business strategy  
Interaction design  
B2C/B2B design  
Rapid prototyping  
User research  
Figma, CSS, HTML, JS  
Team leadership & mentorship

### References

#### Mallory Chacon

Staff UX Researcher, SiriusXM

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#### Alan Spears

Product Design Manager, Dave

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#### Nitar Lohaphasian

Product Lead, Banking

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### EXPERIENCE

#### Dave

09/2021 - Present

##### Lead Product Designer, Product Expansion

- Lead designer on cross organization initiatives, identifying cross attaching opportunities for teams and leadership.
- Developed the strategic approach for multiple initiatives tied to top line metrics and worked with team leads to implement strategy.
- Crafted innovation strategies and initiatives to contribute to organizational goals.

##### Lead Product Designer, Credit

- Oversaw design across company's core service & features.
- Initiated the redesign of ExtraCash, Dave's flagship product, enhancing user experiences and key company metrics.
- Partnered with Product to lead key strategic projects that were top organizational priorities.
- Oversaw massive audit of product designs that led to improvement in consistency.
- Partnered with Research to develop a substantial customer empathy program, fostering better customer understanding among product stakeholders to better inform ideation.
- Spearheaded a new collaborative roadmapping process, training multiple squads in strategic thinking and ideation, which produced 80+% of the following half's projects.
- Mentored designers of various levels across different projects.

##### Senior Product Designer, Growth

- Launched the Dave rewards product while overseeing a group of remote design contractors.
- Led discovery on new concepts to grow adoption and solve key pain points across the customer journey.
- Pioneered a new handoff and collaboration strategy between design, engineering, and product, leading to increased efficiency and faster development velocity.

#### Meta

01/2019 - 09/2021

##### Lead Product Designer, Product Expansion

- Led design strategy and execution for multiple flagship, revenue-critical products, spanning multiple product areas and audiences.
- Led strategic visioning projects with team leadership to inform long-term planning and roadmaps.
- Facilitated workshops to generate new concepts and alignment by integrating Engineering and Product into the design process.
- Mentored and trained designers and other cross-functional partners and redeveloped team critique practices for better engagement and attendance.

#### Crema

12/2015- 01/2019

##### Product Designer

- Partnered with Product Strategists to define product direction and validate concepts for dozens of clients.
- Participated in and led workshops with clients across a range of industries to rapidly developed concepts that met their needs.
- Sole designer across dozens of clients, quickly crafting a product vision, rapidly developing high fidelity designs, and conducting user testing to validate prototypes.