

HELEN W. BENTLEY

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Product design experience in wearables, behavioral economics, and machine learning. BFA from California College of the Arts, top design school in the U.S. Background in Interior Architecture; transitioned to Product Design 3 years ago.

PRODUCT DESIGN EXPERIENCE

Product Designer, Le Tote (2016-Present)

Design lead for the core user experience team. Launched new feature release for the core user experience, Tote Swap across desktop, iOS, and mobile web. Designed and launched a brand new product, Select. Led the design of a new visual design system across all three platforms and redesigned onboarding and checkout flows. Currently working on more upcoming cross-platform features.

Product Designer, Jawbone (2015-2016)

User research, synthesizing research into insights, designing user flows, visual design, prototyping, and illustration for Jawbone's next generation of wearables and the UP app.

Behavioral Product Designer, Irrational Labs (2014-2015)

Collaborating with a team of behavioral economists to design behavior change-driven product concepts for companies such as Google, Lending Club, and Wells Fargo.

RELATED DESIGN EXPERIENCE

Designer, EHDD (2013-2014)

Designed various museums, cultural institutions, museums, and educational buildings, with a focus on sustainable architecture.

Junior Designer, EDG (2012-2013)

Designed various hospitality, restaurant, educational & corporate dining environments for several high-profile clients.

Designer, Wood Thumb (2011-2013)

Industrial, graphic, and interior design for an industrial design start-up that manufactures lifestyle products and homewares from reclaimed redwood.

SKILLS

User research, concept ideation, information architecture, UX/UI design, interaction design, prototyping, user testing, illustration, hand sketching, 3D modeling

SOFTWARE

Sketch, Flinto, Photoshop, Illustrator, InDesign, Principle, Zeplin, Basic HTML5 and CSS3, AutoCAD, Rhino, Revit, 3D Studio Max, SketchUp, Keynote

EDUCATION

BFA in Interior Architecture, California College of the Arts (2012)