

# BETTINA BERGENDAHL

UX Designer + Researcher

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## EXPERIENCE

### Prolific Interactive - Brooklyn, NY

Associate User Experience Designer January - November 2015

Prolific Interactive is a full service mobile agency that partners with startups and leading brands to create world-class mobile apps. Their clients include SoulCycle, Alex and Ani, BaubleBar, AMEX Open Forum, and Lilly Pulitzer, to name a few.

- Led UX on the Alex and Ani and BaubleBar iOS apps; both were featured as Best New Apps with 4+ star ratings
- Planned, recruited for, and conducted over 100 hours of user interviews and testing which, along with business/market research and analytics, led to features that substantially increased product discoverability and user delight
- Fostered the process of instant insight sharing (through team-attended user sessions and bite-size research updates), leading to better collaboration and joint decision-making
- Partnered with the product designer from early strategy and feature definition into information architecture, sketching, and prototyping, testing and iterating; with the product manager for scoping; and with developers for implementation
- Institutionalized UX culture and processes within the company (e.g. insight sharing and structured on/offboarding documents); led an internal workshop on design thinking for the entire company; and presented on standardized approaches to common problems (e.g. ApplePay and PayPal integration)
- Co-founded a philanthropic committee with which I conducted user research for a non-profit company, and organized and executed a fundraising event that raised 200% of target funds

### Infomous - New York, NY

Product Manager/User Experience Designer (contract role) October - November 2014

Infomous is a data visualization company that creates interactive word clouds showing what is trending online. Clients include The Economist, The Guardian, The Washington Post, and the London 2012 Olympics.

- Led the discovery phases, including structuring and running design sprints; conducted all user research (one-on-one interviews and survey planning and deployment), detailed competitive and comparative analysis, and heuristic evaluations to create a consumer-facing site for Visualexploration.com
- Created personas, scenarios, user flows, and site maps to inform early stages of design
- Delivered a comprehensive research report, high-fidelity mockups, annotated wireframes, and interactive prototypes to inform front-end development

## FAVORITE TOOLS

Sketch, InVision, Pixate, Flinto, Lookback, LucidChart, Trello, Omnigraffle, Dropbox Paper, HotJar, Usability Tools, Letterspace

## PREVIOUS EXPERIENCE

### Maria Celi - New York, NY

Owner/Designer June 2013 - Present

### United Nations - New York, NY

Finance and Budget Associate March 2009 - August 2014

## EDUCATION

### General Assembly - New York, NY

User Experience Design Immersive 2015

### Ateneo de Manila University - Manila, Philippines

BA Political Science and Gov't 2006

Activities: Student Government, Debate Team