



MERILEE ALLRED BENSON

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SUMMARY

I'm a user experience designer with strong visual design and research skills. My passion is creating meaningful designs and solving problems.

DESIGN EXPERIENCE

Pluralsight | Senior Product Designer | 2021 - Present

In charge of the integrated learning experiences team that oversees the learners' experience.

- Worked on Pluralsight's experience player that learners use to watch and interact with their courses
- Part of the research team that's in charge of combining several internal tools that authors & internal team members use to build & maintain courses, including merging tools from an acquired company. Responsibilities include:
 - User interviews, note-taking, competitive analysis, and gathering insights
 - Creating user personas and key user types, jobs-to-be-done, and multiple user workflows
 - Creating short & long term visions for an E2E experience for all key user types & presenting to stakeholders
 - Combining all course building tools into one overarching tool

Bluehost.com | Senior Product Designer II | 2019 - 2021

Researched, designed, and tested E2E experiences for customers' web creation experience on the hosting platform.

- Worked on a new global nav by diving into info. architecture, google analytics, and studying our users' journey
- Designed a new help center based on extensive research on our blogging customers
- Created new features for the new customer onboarding experience, which included creating a new guide on the homepage to help get customers started on creating their websites
- Designed a monthly internal UX Newsletter based on learnings from our design team through data & story-telling

InsideSales.com | Senior Product Designer | 2018 - 2019

Oversaw the E2E experience, including research, wireframing, user-flows, visual design, prototyping, and user testing.

- Updated and enhanced features in Playbooks (InsideSales.com's Chrome Extension app) for the sales team
- Designed new features including: personal leaderboards for customer service dept to boost productivity; a discovery tool to help sales reps find prospects; and an internal tool to help solutions architects & customer support help serve their customers better
- Served as a mentor to the junior designers

ExpertVoice | User Experience Designer | 2014 - 2018

Designed user-centered interactions & interfaces, planned & executed user-testing, and created concepts to optimize future solutions to the Experticity brand.

- Redesigned and tested the homepage, brand pages, and campaign pages
- Redesigned the learning platform which focused on learning content, Edu-games (quizzes), and scoring screens

Clearlink | Senior Web Designer | 2013 - 2014

Oversaw the satellite & security brands for Clearlink, which includes affiliate sites for US Dish, ADT, Vivint, and more.

- Designed new sites and updated current ones, including making them responsive
- Created emails and designed print work

Alliance Health Networks | User Experience Designer | 2012 - 2013

Creating a better user experience on their social health networking platforms, mainly for Diabetic Connect.

- Redesigned the enter website and profile page, which went live April 2013
- Helped in developing & implementing a new UI pattern library
- Designed for our mobile website & apps
- Did user testing through online and in person interviews, and analyzed the results

EDUCATION

Eagle Gate College

AAS Degree in
Graphic Design
2003

Salt Lake Community College

AAS Degree in
General Education
2001

Taylorsville High School

Diploma
1996

SOFTWARE

Figma
FigJam
XD
Photoshop
Illustrator
Sketch
Invision
Light HTML & CSS

SKILLED IN

UX & UI Design
iOS/Android App Design
Human Interface Guidelines
Google Material Design
Design Thinking
Storyboarding
Wireframing
Prototyping
Flow Charts
UX Research
Usability Testing