

VERONICA BENDUSKI

veronicabenduski.com
veronica.benduski@gmail.com
314.269.3650

Skills

Design

User-centered design thinking
Systems design
Accessible design
Platform design
Workshop design & facilitation
Wireframing
User flows
High-fidelity visual mockups
Rapid prototyping
Interaction design
HTML/Xaml

Research

Competitive analysis
Customer interviews & synthesis
Storyboard & journey mapping
Usability studies

Tools

Figma, Notion, UserTesting, Jira,
Confluence, Adobe Suite

Education

Designation Design
UX/UI Design Intensive

Durham University (UK)
MA English Literary Studies

Northwestern University
BA English & International Studies

University of Exeter (UK)
US/UK Fulbright Scholarship

Experience

Product Designer, REI Co-op

January 2022 - February 2023 | Seattle, WA

Drove user-centered design practices and component iteration on the Cedar Design System, scaling the efficiency of digital teams.

- ▶ Designed and iterated on foundational REI.com components, directly impacting larger team and company initiatives
- ▶ Built research practices within complex systems, empathizing with users and understanding goals to create compelling experiences informed by customer insights
- ▶ Conceptualized design from wireframes and visual mockups to prototypes, iterating with product managers and engineers
- ▶ **2022 Anderson Award Nominee:** Recognized by peers for quality of work, open collaboration, strong communication, and providing mentorship to other designers

Product Designer, Superformula

July 2021 - December 2021 | Remote

Led strategy on challenging, wide-reaching projects at a fast-paced agency, building quality web and mobile experiences for clients.

- ▶ Re-designed the complex omnichannel commerce experience for Hagerty Classic Insurance customers and agents following a multi-million dollar merger with State Farm
- ▶ Established long-term strategy and product roadmap while executing short-term tactical work, connecting work to larger company initiatives and driving business outcomes

Lead Product Designer, Lucid Ratings

July 2020 - July 2021 | Remote

Drove all aspects of UX/UI design and research on a small product team, bringing transparency to the doctor-patient relationship.

- ▶ Conducted usability and field research, synthesized insights, then implemented customer-driven data into design iteration
- ▶ Built and maintained scalable, cross-functional design system
- ▶ Stepped up as Product Manager to plan, scope, and create work that contributed to larger, long-term strategic plan