



# MERILEE ALLRED BENSON

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## SUMMARY

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

## PRODUCT DESIGN EXPERIENCE

### Pluralsight | Senior Product Designer | 2021 - 2024

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