



JOSE BENAVIDES

PRODUCT DESIGN LEADER

Open to a leadership role where I can apply my **21 years of design expertise** to help elevate design, build strong leaders, and create market-leading products that people love.

SR. PRODUCT DESIGN MANAGER @ VMWARE

Enterprise, cloud infrastructure automation

Palo Alto, CA
11/2018 - Present

- Managed a global team of 13 people and one manager across 4 product areas
- Transformed the cross-team product design process & elevated design
- Started with an under-performing team and developed them into successful leaders
- Elevating design and team org-wide by creating growth programs, evangelizing the design thinking process, and org-wide tools
- Took charge of a portfolio-wide troubling rebrand project and led the way to a smooth transition across design, product, engineering, brand, and marketing

DIRECTOR OF USER EXPERIENCE DESIGN @ REALTOR.COM

Consumer, mobile, real estate search platform

Santa Clara, CA
04/2017 – 11/2018

- Innovated our mortgage product to deliver 233% lead growth in a crowded market
- Helped 61 million monthly users find their next home while generating \$452MM annual revenue across desktop, IOS and Android platforms.
- Created the first design system at realtor.com
- Delivered 28% growth through successful design and research, in an established marketplace
- Transformed the product design process across teams to embrace design thinking

DIRECTOR OF USER EXPERIENCE @ DUETTO

Enterprise, hospitality revenue management platform

San Francisco, CA
08/2012 – 04/2017

- Designed the MVP and scaled it into an industry leading portfolio of products.
- Built and led both the UX and creative teams
- Created the Duetto design system and the product design process

CO-FOUNDER @ PERKIFY

Consumer & Enterprise, loyalty platform

San Francisco, CA
01/2012 – 08/2012

- Designed and created multiple product platforms for the business including back of the house, reward management, owner administration and consumer.