

# USER CENTERED DESIGN

LEADER  
EVANGELIST  
STRATEGIST

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My leadership principles, design approach, portfolio, and more are at  
<http://www.josebenavides.com>

## KEY ACHIEVEMENTS

- | In charge of the experience for realtor.com's core product (400 million in revenue and 60 million monthly unique users)
- | Successfully led product design from an MVP to an industry dominating application.
- | Key player in creating an industry disrupting and leading company (Duetto).
- | Award winning UX direction and leadership
- | Former co-founder
- | Extensive experience in design operations, building and growing teams

## SUMMARY OF QUALIFICATIONS

- | 19+ years of experience in UX and UI design
- | 13 years of management and leadership experience
- | Multiplatform design experience (native, desktop, mweb, tablet)
- | Solid background in ecommerce, B2B, B2C
- | Experience transforming the entire corporate and customer experience as well as creating guidelines, systems and methods for success
- | My work has repeatedly broken records in membership and sales
- | Extensive experience managing internal, remote, and external teams as well as agencies
- | Sharp analytical skills and data driven approach while keeping true to the holistic values of the customer and their journey
- | Front end programming and web development experience
- | Strong branding and graphic design knowledge

## WORK EXPERIENCE

### Director of User Experience

realtor.com (B2C, search, mobile)

I lead the design and user experience for our core product across all platforms. It generates over \$400 million in yearly revenue and has 60 million unique users per month. I have direct impact and responsibilities in: user centered design, design leadership, management and mentoring, balancing revenue opportunities with user experience and creating a solid foundation for design across all levels of the organization.

Santa Clara, CA  
04/2017 - Present

### Director of Product / UX

Duetto (B2B, enterprise, big data analytics)

Throughout my time at Duetto I have been in charge of Product, UX and Creative for the company. This includes department hiring, mentoring and management as well as leadership, direction and strategy. I am a key player in the transformation of the company from a small startup with a prototype to an industry leading company and platform.

San Francisco, CA / Las Vegas, NV  
08/2012 - 04/2017

### Co-Founder

Perkify (B2B, B2C, mobile)

At Perkify I was in charge of UX, product design and front-end coding. This was an end to end flow including concept, road map, MVP, prototyping and design as well as user research and testing. I was also a key player in creating our brand and business strategy.

San Francisco, CA  
01/2012 - 08/2012

### Art Director (Head of Creative)

Exent Technologies (B2C, ecommerce, mobile, gaming)

At Exent Technologies I was in charge of the Creative Services Department. Working closely with engineers, designers and marketing worldwide I led my team and executed a wide variety of projects including mobile.

San Francisco, CA  
02/2010 - 01/2012

### Sr. User Interface Designer (Head of UX)

Agiliance (B2B, enterprise, analytics)

At Agiliance I was the Head of User Experience for their flagship product. Due to my skills and efficiency, I replaced an entire team of designers and worked as the sole UX/Graphic designer for their products. A Gartner report commented on the UI as one of the main advantages of choosing the product.

Sunnyvale, CA  
02/2008 - 12/2009

### Sr. User Interface Manager (Head of UX)

Gaia Interactive (B2C, ecommerce, virtual worlds, gaming)

I was the Head of User Experience for the company. During my time at Gaia we've broken all of our previous records for revenue, monthly visitors on site and all time visitors online. I helped the site become #2 in Time Magazine's Best Websites 2008.

San Jose, CA  
04/2007 - 01/2008

### Co-Founder

Hello DELICIOUS (B2C, ecommerce)

I designed and coded a full ecommerce platform including tools for: purchasing, inventory management, order processing, shipping and receiving, blog customization and product management. Our design, product selection and branding gave us a loyal fan base as well as great exposure in publications such as Bon Appétit, New York Times, Luxist, and Real Simple.

Sunnyvale, CA  
11/2006 - 04/2007

### Director of User Experience

FriendFinder, Inc (B2C)

I was in charge of the UX, graphic design, HTML programming and branding departments. My direct efforts in UI alone earned the company over 10 million dollars in profit.

Palo Alto, CA  
11/2005 - 11/2006

My oversight spanned over 27 brand properties. I directed and managed the work of third party agents worldwide and developed business plans and models for the company.

### Sr. User Interface Designer

eBay (B2C)

Sr. User Interface Designer (contractor) on a multitude of projects.

Cupertino, CA  
08/2005 - 11/2005

### Co-Founder

Ultra Fonts (B2C)

Ultrafonts is a type foundry and patent holder for Grey Cell Technology. I was in charge of the product and UX.

Fremont, CA  
06/2003 - 08/2005

### Sr. User Interface Designer

Nuance (B2B, B2C)

Full development of the Nuance website as well as graphic and intranet design and training for the marketing department. Created an infographic for the New York Times.

Menlo Park, CA  
08/2002 - 05/2003

### Co-Founder

TRUTH in Design (interactive design agency)

Clients included Intel, Yahoo!, Vitria, Locality and Ecrio.

San Jose, CA  
05/1997 - 08/2002

## EDUCATION

B.S. in Computer Graphics from California State University, Chico