

Alexander Benenson

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Work History

Thug Interactive, Portland, Oregon

Senior User Experience Designer (June 2010 – Present)

- IX/UI design for Fortune 500 client projects including mobile apps, set top boxes, enterprise and consumer websites and apps, future concept mockups, and device simulations.
- Design and develop scenarios, use cases, requirements, wireframes, flows, information design, and information architecture.
- Work in close contact with key stakeholders (including client marketing and engineering) and contributors (including researchers, human factors engineers and graphic artists) during all project phases.

InFocus Corporation, Wilsonville, Oregon

Senior Usability Engineer (2005 – 2009)

- Sole/lead IX/UI designer responsible for all projectors, software, and peripherals IX/UI design including OSDs, embedded web servers, and wireless and USB-based accessories.
- Led customer experience cross-functional team (including industrial design, marketing, and engineering) responsible for evolving and standardizing product UIs.
- Designed projector out-of-box experience and quick start posters.
- Wrote and maintained UI specification documents for all product lines.
- Conducted usability testing for prototypes, products, and out-of-box experience.

Freelance IX/UI Designer and Software Developer (2002 – 2010)

- IX/UI design for consumer and enterprise products, enterprise websites, and apps.
- Developed use cases, requirements, wireframes, flows, information design, and specifications.
- Conducted usability testing, heuristic audits and reviews.
- Clients included InFocus Corp., Thug Interactive, Intel Corp. (via Wizard Technical Staffing, Hillsboro), Michalak Design, and Fiori Design.
- Designer and developer of Windows freeware theft recovery software, and shareware auto-shutdown utility software.

Intel Corporation, Hillsboro, Oregon and Munich, Germany

Senior Interaction Designer (1999 – 2001)

- IX/UI design and UI specification authoring for PC-connected consumer electronics products including wireless Internet appliances, MP3 players, digital cameras and displays, and PC connected toys.
- Organized usability tests; tracked and updated defect databases.

Senior Identity Engineer (1997 – 1998)

- Delivered and evangelized corporate-wide visual guidelines for software UI and industrial design for hardware products, in concert with corporate identity group, outside design agencies, and product divisions.

Senior Software Engineer (1993 – 1996)

- UI design and programming for videoconferencing software and system utilities.

Senior Technical Marketing Engineer, Munich Germany (1991 – 1993)

- Trained sales force and distributors, managed technical communication between European OEMs/developers and USA HQ, wrote articles for industry press, and presented at trade shows and conferences.

Work History Continued

Massachusetts Institute of Technology, Media Laboratory, Cambridge, Massachusetts

Research Assistant (1988 – 1990)

- Digital video compression research.
- UI design and programming for prototype multimedia development environments.
- Video codec microcode programming.

David Sarnoff Research Center / RCA Laboratories, Princeton, New Jersey

Associate Member, Technical Staff (1984 – 1988)

- UI design and programming of pilot apps and demos for prototype digital video technologies.
- Trained developers and created training materials.

Education

Massachusetts Institute of Technology, Cambridge, Massachusetts

Master of Science, Media Arts and Sciences, School of Architecture and Planning (1990)

- Media Laboratory, Movies of the Future group. Curriculum: image processing, digital video, video compression, computer graphics, interactive video, human interface, multimedia, HDTV encoding and transmission.
- Thesis topic: Design and programming of VideoLogo, a multimedia application development environment based on the Logo programming language, running on custom hardware provided by Intel.

University of Rochester, Rochester, New York

Bachelor of Arts, Cognitive Science (1984)

- Curriculum: computer science, cognitive psychology, logic, Lisp programming, artificial intelligence.

Skills

User interface, interaction, and user experience design; information design; technical writing; project management; agile development; Microsoft Office suite; Visio; Adobe Creative suite. Working knowledge of Visual Basic, Visual C++, HTML, PHP, CSS, and Flash.

Portfolio

Selected publicly available work is viewable at www.sashazur.com. Additional samples provided upon request.