



# PAOLO BENVENUTO

EXPERIENCE DESIGNER

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## WORK EXPERIENCE

### DEUTSCH INC.

Manage multidisciplinary teams of up to five people on projects for Anthem Inc. and Answer Financial. Work directly with clients to concept, design, and build new services, digital products, and social campaigns with the goal of increasing conversion. Directly oversee UX design, prototypes, and user testing.

2016 - Present

Associate Experience Design Director

2015 - 2016

Experience Design Lead

### R/GA

Managed two UX designers on projects for Victoria's Secret and Equinox. For Victoria's Secret, oversaw UX design, prototyping, user testing, and A/B testing. Redesigned features that increased usage by over 300%, and online sales by over 2%. For Equinox, created games for new immersive fitness classes that are offered in clubs across the U.S.

2013 - 2015

Senior Experience Designer

2011 - 2013

Experience Designer

2010 - 2011

Associate Experience Designer

### YALE UNIVERSITY SCHOOL OF MEDICINE

Worked with medical school departments to manage content and site structure. Placed content within web page templates, reviewed user feedback, and logged performance bugs.

2009 - 2010

Web Technician

I am a digital designer living in L.A.  
I have spent the past seven years  
designing digital platforms, mobile  
applications, and in-store experiences.

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## SKILLS

- Creative Direction
- Product Design
- Responsive Design
- App & Game Design
- Strategic Research & Analysis
- User Testing and Research
- Wireframing
- User Stories and Flows
- Prototyping
- Quality Assurance

## SOFTWARE

- Sketch
- Illustrator
- InDesign
- Photoshop
- InvisionApp

## EDUCATION

Yale University  
B.A. in Art History (with honors)

## CONTACT

dearpaolo@gmail.com  
347.559.9487  
linkedin.com/in/paolobenvenuto  
dearpaolo.com