

Dennis Go

UX Designer

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dennisgo.design

646.286.7257

EXPERIENCE

Hathway • Sr. UX Designer June 2021 – Current

- Led the research and experience design for Burger King's Royal Perks loyalty program drive-thru experience, rolling out nationwide Q2 2022
- Led the experience design for Carl's Jr. Star Rewards loyalty program across web and mobile applications, launched Q4 2021
- Led the experience design for Boston Market's marketing home page

T3 • Sr. UX Designer June 2016 – June 2021

- Led research and experience design for the UPS My Choice application with ~50 million users; grew NPS by 35 points, increased RME by 12.8%, 72% "easy to use" rating
- Led the experience design for a responsive web dashboard application used by small businesses contributing to \$3.9 million in revenue
- Led the experience design for UPS' responsive web shipping application leading to \$157 million in online revenue in one year
- Facilitated ideation workshops for The Home Depot, State Farm, and UPS

AmstelNet • UX Designer February 2010 – April 2016

- Conceptualized and led research and experience design for a proprietary CMS leading to an increase in successful ecommerce campaign launches
- Created and implemented digital marketing solutions leading to a 15% average increase in online sales for The Financial Times, The Economist

NetApp • Digital Marketing Intern June 2008 – April 2009

- Contributed to an internal marketing department website redesign
- Employed marketing strategies for NetApp's annual tech conference

EDUCATION

New York University • UX and Interaction Design, Front End Development

Emerson College • MA, Global Marketing Communication and Advertising

Stony Brook University • BA, Sociology

SKILLS

Figma

Adobe XD

Axure

Prototyping

Responsive web design

Mobile app design

Data visualization

User research/testing

Some HTML and CSS