

Alex Dull

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Product Designer

I connect brand, product, and engineering to create coherent experiences. My work spans self-service platforms, internal tools, and design systems, using AI-assisted prototyping and agentic development to turn design ideas into working interfaces.

Professional Experience

Lingco Language Labs | Remote

Senior Product Designer, Contract | 03/2025 to 03/2026

- Designed and produced Spanish and French language-learning materials across multiple courses and units, working through dense instructional content, page hierarchy, typography, instructional components and material outside established patterns.
- Carried assigned curriculum through final production, managing revisions, InDesign source files and packaged assets across a distributed workflow.

Arrive Logistics | Austin, TX

Senior Product Designer, Carrier & Offer Management | 11/2021 to 05/2023

Product Designer, Carrier & Offer Management | 09/2019 to 11/2021

- Helped move Arrive's carrier business from broker-assisted booking toward digital self-service, growing ARRIVENow™ Carrier from an MVP into a platform used by 52,000+ carriers and contributing to 115% YoY growth in digital bookings as small fleets grew from 20% to 40% of Arrive's carrier network.
- Built and expanded self-service into rate negotiation, load matching, committed capacity and document workflows, reducing dependence on broker-assisted tasks and cutting check calls 40%.
- Used carrier behavior, operational requirements and matching signals to rank relevant freight and help carriers evaluate opportunities faster, reducing time-to-book 42%.
- Designed an internal offer-management platform that consolidated fragmented activity into a workspace for Carrier and Business Development teams, producing 58% faster response times and 22% higher offer volume in the pilot.
- Partnered with Product, Engineering and Operations to turn carrier and brokerage problems into product direction, using research, workshops and story mapping to prioritize work, define requirements through user stories and carry decisions through design reviews and delivery.
- Established a cohesive design language across Arrive's products, evolving an existing engineer-built component library through research into shared typography, color, accessibility, design principles and reusable interaction patterns. The foundation improved design-to-development iteration speed 1.6x.

Ziff Media Group | Austin, TX

User Experience Designer | 06/2017 to 03/2019

- Designed shopping and product-discovery experiences across Offers.com, BlackFriday.com, PCMag and Credit Cards Explained, working across search, filtering, comparison and merchant conversion paths.
- Redesigned BlackFriday.com following its acquisition and helped turn hundreds of pages of retailer ad scans into structured, shoppable content, connecting individual products and offers directly to retailer destinations while preserving familiar Black Friday shopping behaviors.
- Partnered with Product, Engineering and Editorial teams to translate affiliate-commerce, publishing and content requirements into consumer experiences across a portfolio of established digital brands.

Escalate Media Group | Chicago, IL

Senior Digital Designer | 06/2014 to 06/2017

- Served as Escalate's sole designer across Womensforum.com and its advertising business, owning design across brand, web, interactive campaigns and digital publishing.
- Rebranded Womensforum and redesigned its web experience, establishing a new visual identity and digital presence designed to strengthen the publisher's advertising and branded-content offering.

- Turned sold client campaigns into digital experiences for national brands, translating briefs, brand guidelines, messaging, contracted deliverables and CTAs into work carried from concept through production.

National Geographic Learning | Chicago, IL

Designer | 04/2010 to 05/2014

- Designed visual systems and scalable templates for large-scale K–12 curriculum programs across covers, page templates, typography, instructional features and assessments, including Ladders, a 36-book series spanning grades 3–5 and three reading levels.
- Turned dense curriculum requirements into clear editorial hierarchies, working from early whiteboard planning through final production across World Cultures & Geography, LIFE, Global Issues, Ladders, Reading Explorer and Inspire.
- Collaborated with editors, illustrators, cartographers and production partners to direct imagery, maps and commissioned artwork while maintaining consistency across multi-title and multi-level programs.

Awards: SIIA CODiE Award, Best Science/Health Instructional Solution, myNGConnect (2013) • Midwest Publishing Association Award, Best in Class, World Cultures & Geography (2013)

National Collegiate Scouting Association (NCSA) | Chicago, IL

Designer | 09/2008 to 04/2010

- Designed print and digital marketing materials supporting NCSA's student-athlete recruiting services, working within an established brand across campaigns and communications.
- Partnered with marketing and internal teams to translate business and content requirements into production-ready creative across multiple channels.

Additional Experience

Freelance

Independent Design Generalist | 2016 to Present

- Led product design for the INSTINCT mobile prototype, defining the user experience, interaction model and training workflows to support AI-assisted application development in Replit.
- Designed product, brand and digital experiences for clients including Smart Golf & Fitness, Ares Industries, Airpush, ClearstreamTV, Austen Heller Shoes and Genesis Home Energy, spanning identity, web, product marketing, illustration and launch collateral.

PGA TOUR Superstore | Austin, TX

Hard Goods Associate, Part-time | 09/2024 to Present

- Fit golfers into equipment using launch-monitor data, ball flight, player feedback and product knowledge to translate performance variables into equipment recommendations.

Education

Grand View University | Des Moines, IA
Bachelor of Fine Arts, Graphic Design

Certifications

UX Design | General Assembly | 2015
Front-End Web Development | General Assembly | 2017

Skills

Product Design • UX Design • Interaction Design • Workflow Design • Information Architecture • Design Systems • Accessibility • Prototyping • Agentic Development • Product Strategy • Product Discovery • UX Writing • Engineering Handoff • Cross-Functional Collaboration • Visual Design • User Research • Contextual Interviews • Usability Testing • Heuristic Evaluation • User Flows • Journey Mapping • Story Mapping • Strategic Planning • Brand Design • Art Direction • Editorial Design

Tools

Figma • ChatGPT • Claude • VS Code • GitHub • Adobe Creative Cloud • Replit • Framer • Miro • Jira • Confluence • ClickUp • UserTesting • Pendo • WordPress • Squarespace • Mapbox • Sketch