

DEREK BENDER

Design samples

All work is proprietary to their companies - shown for portfolio purposes only.

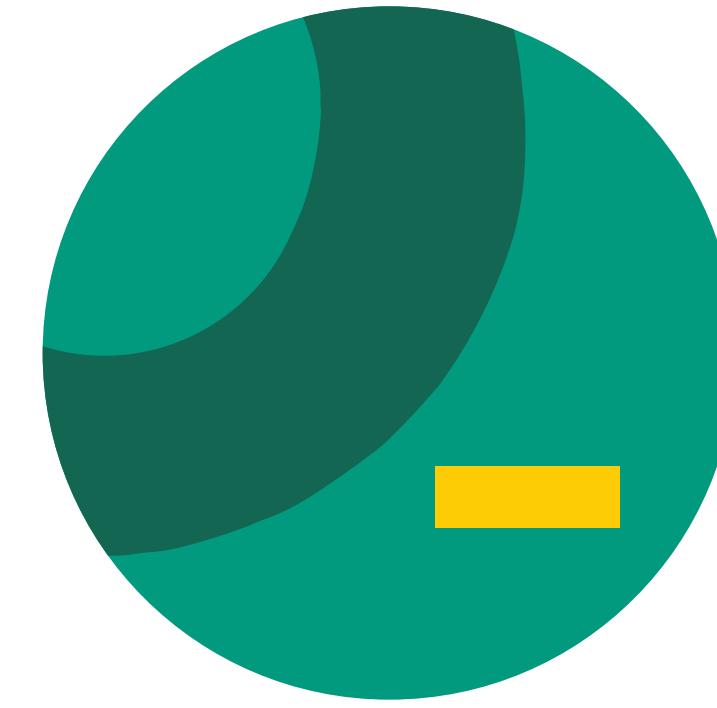
ABOUT ME

I'm an end-to-end designer with 12+ years of experience who enjoys tackling complex problems in diverse, collaborative team environments.

Previously, I've worked at Instacart, Pinterest, Remix, Uber, and more as both a contractor and full-time employee. The work I've done covers a wide range; from large strategic initiatives and tactical, focused features, to design system contribution and prototyping new products.

When not in the office, I enjoy exploring my city, planning my next overseas excursion, crafting cocktails and baking treats.





Dott

ROLE

Senior Product Designer

FOCUS

Systems Design, Strategy,
UX/UI Design

Service Health (Internal Tools)

- Led design system & file org.
- Facilitated workshops & brainstorms
- Led Design Principles initiative
- Ran research for projects & workstreams
- Shipped 16 projects across web & mobile tools

WORK / DOTT

Rider Zone Management

TIMEFRAME

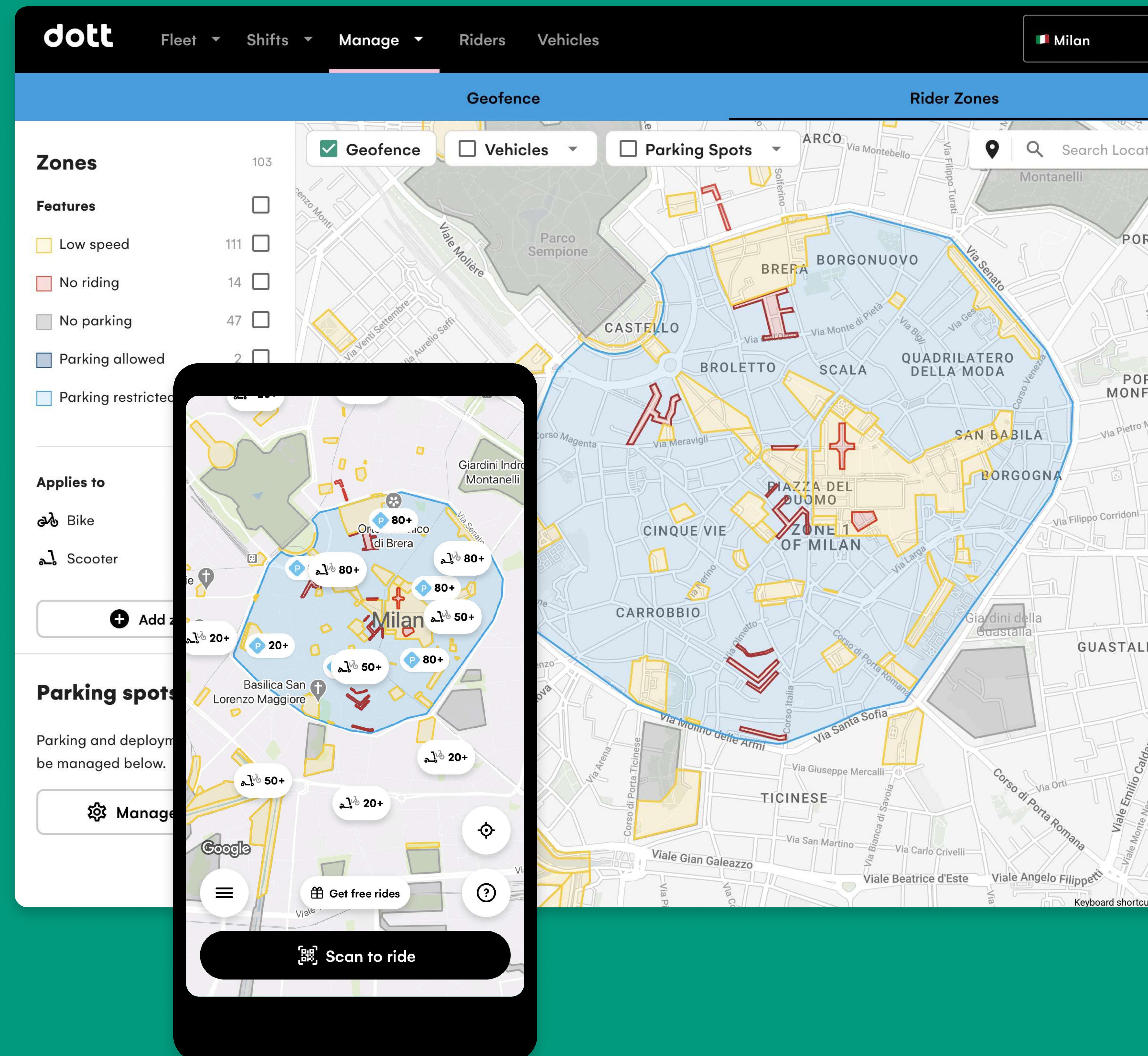
Oct 2021 - Jun 2022

PROJECT CONTRIBUTION

Systems Design, UX/UI, Prototyping

The Challenge

As Dott has scaled, the requirements for our regions, zones and spots interface has increased in complexity. We get frequent requests to perform tasks which are currently handled by custom scripts and engineers doing much of the work. These workflows are difficult to maintain and not feasible in the long-term.

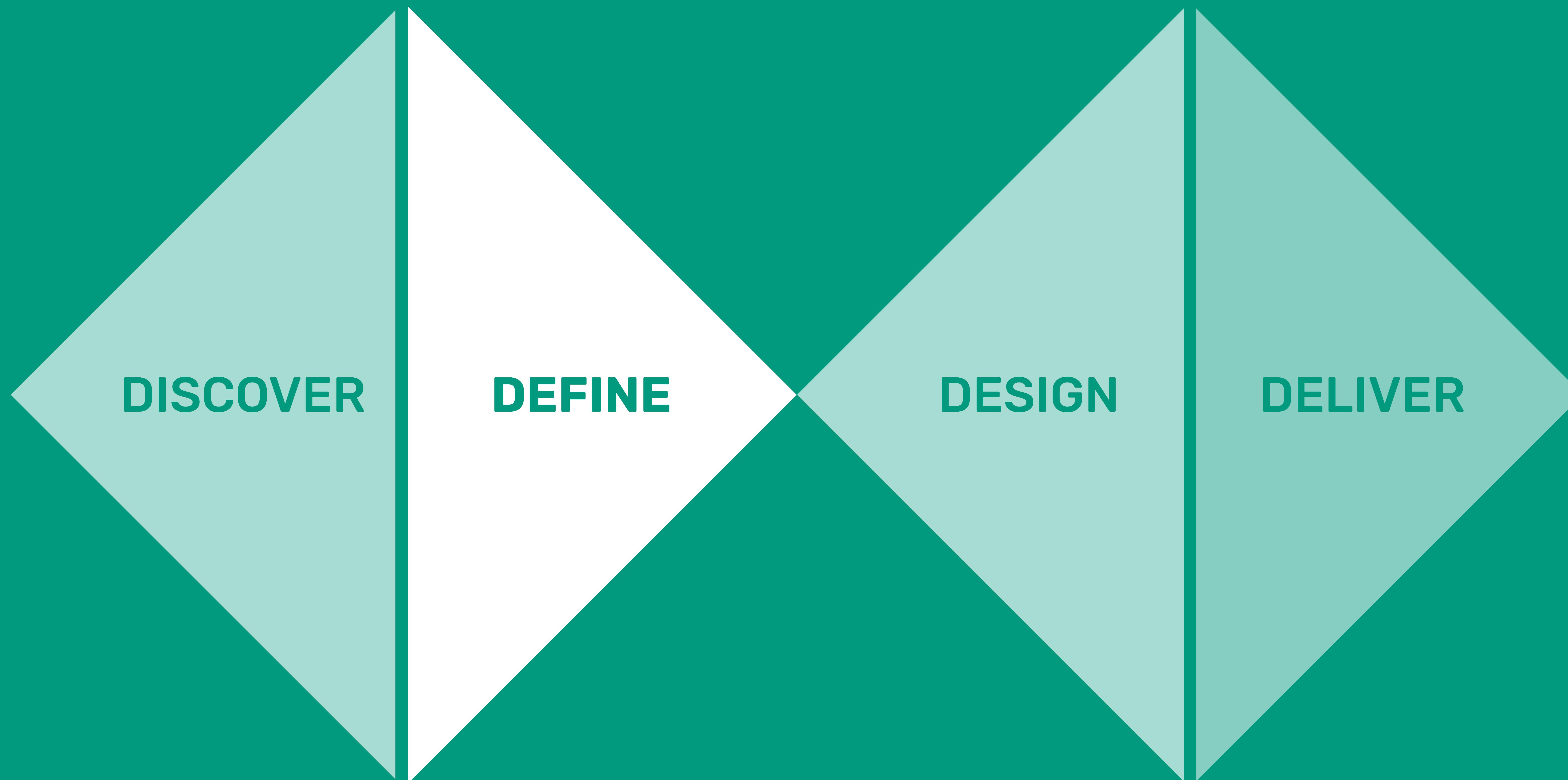


Problems

- Lack of an import/export for map files
- Inability to “draft” a version of zones without automatically making them live
- Change requests during non-working hours
- Cumbersome automated scripts aren’t a long-term solution

The screenshot shows the dott platform interface for managing geofences in Milan. The top navigation bar includes 'dott' and 'Milan'. The main area has tabs for 'Geofence' and 'Rider Zones'. On the left, a 'Zone info' modal is open for a geofence named 'Cerchia Navigli'. It shows details like Zone name (Cerchia Navigli), Zone ID (StJDnBoAkYQpo77uuYIN), Applies to (Scooters), Enabled (Yes), Visible (Yes), Features (Restricted parking), and Settings. A large blue polygon on the map represents the geofence boundary, which follows the outline of central Milan, including areas like Zona Magenta, Piazza del Duomo, and various neighborhoods. The map also shows street names and other geofence boundaries.

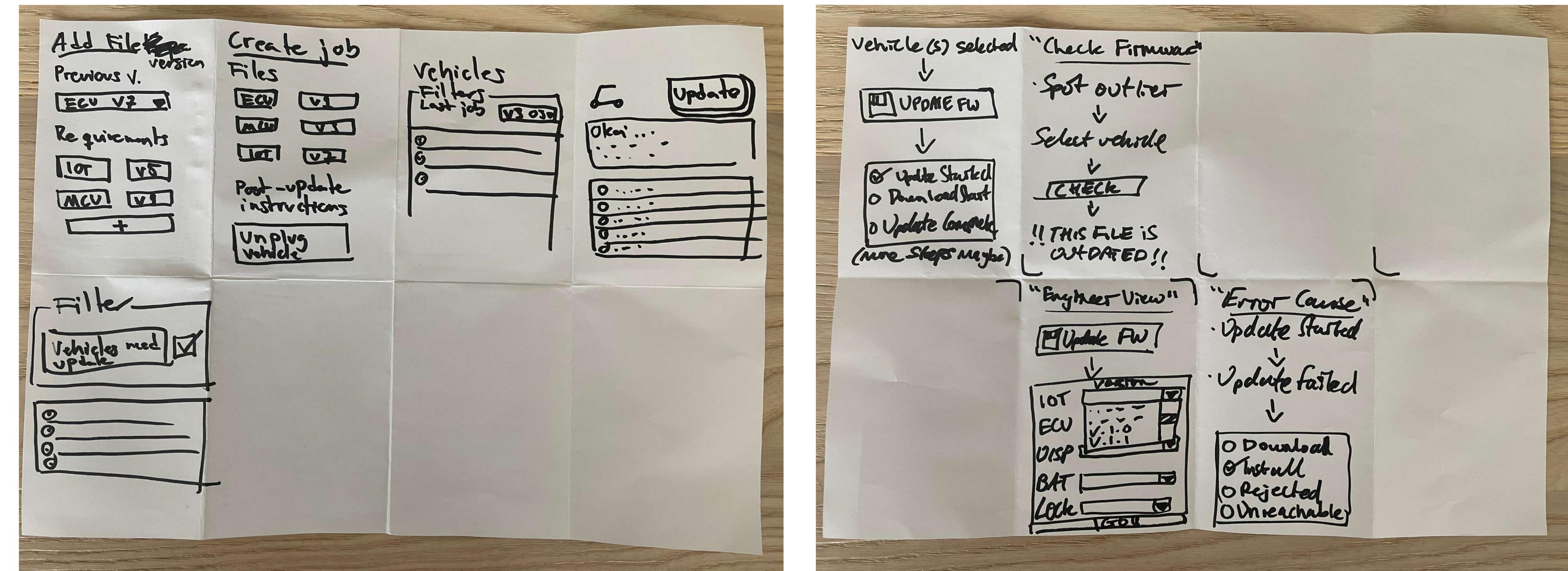
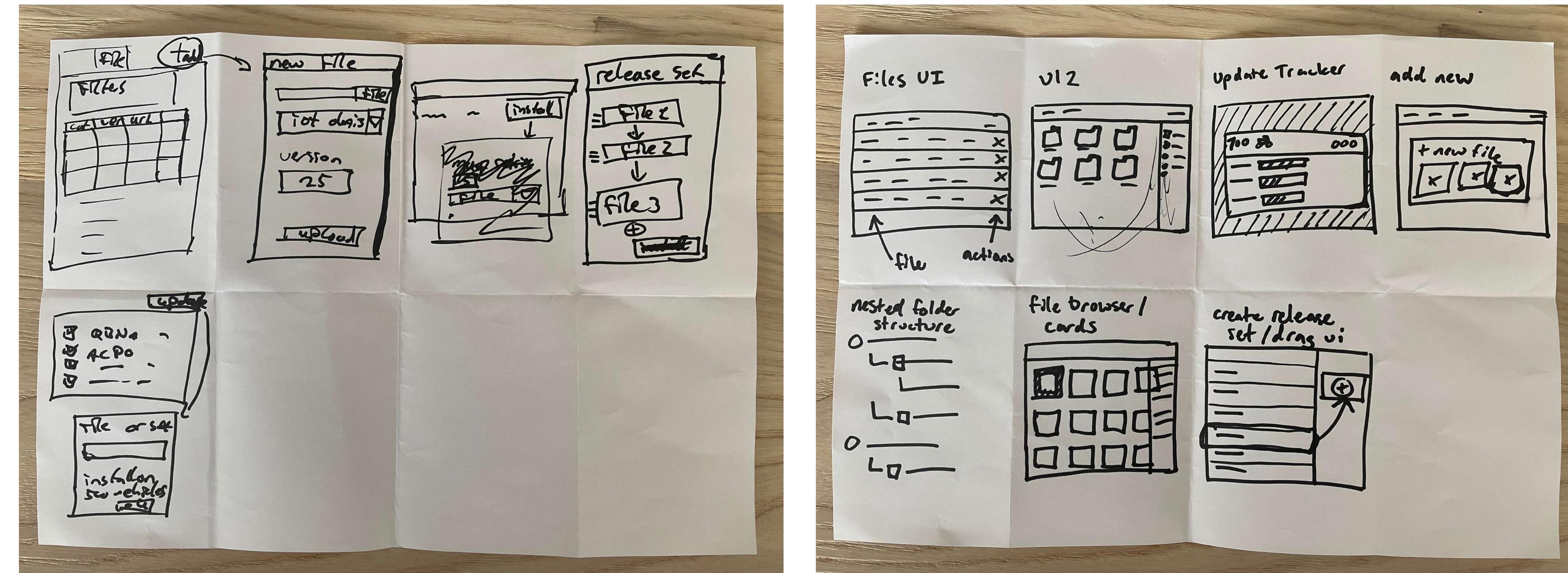
WORK / DOTT / PROCESS



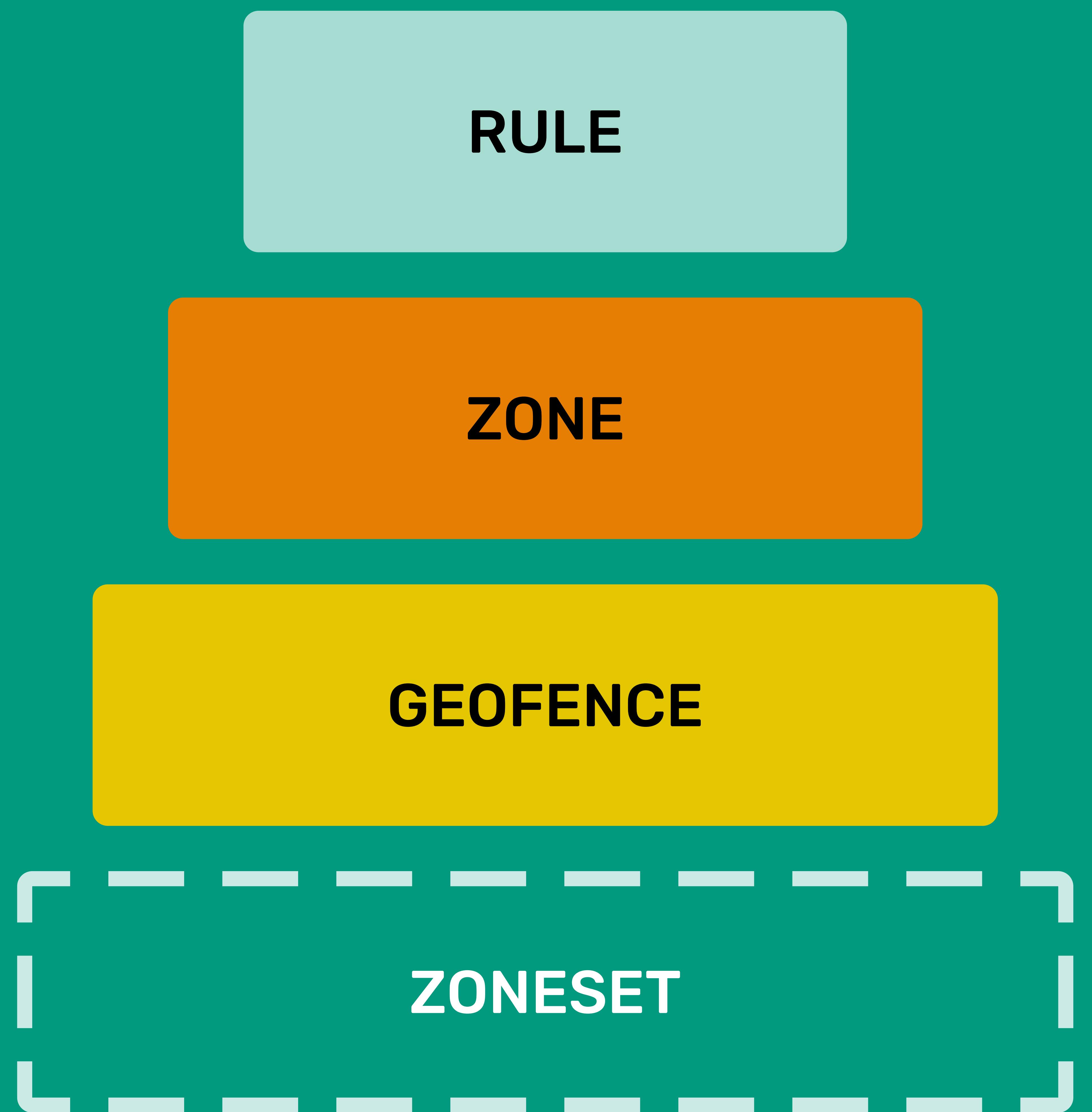
Workshop

I led a workshop to come together and ideate around Rider Zones. The purpose was to build a shared understanding, talk about the problems, and brainstorm ideas.

Stakeholders across design, product, engineering, local and central ops attended.



WORK / DOTT / ZONESETS



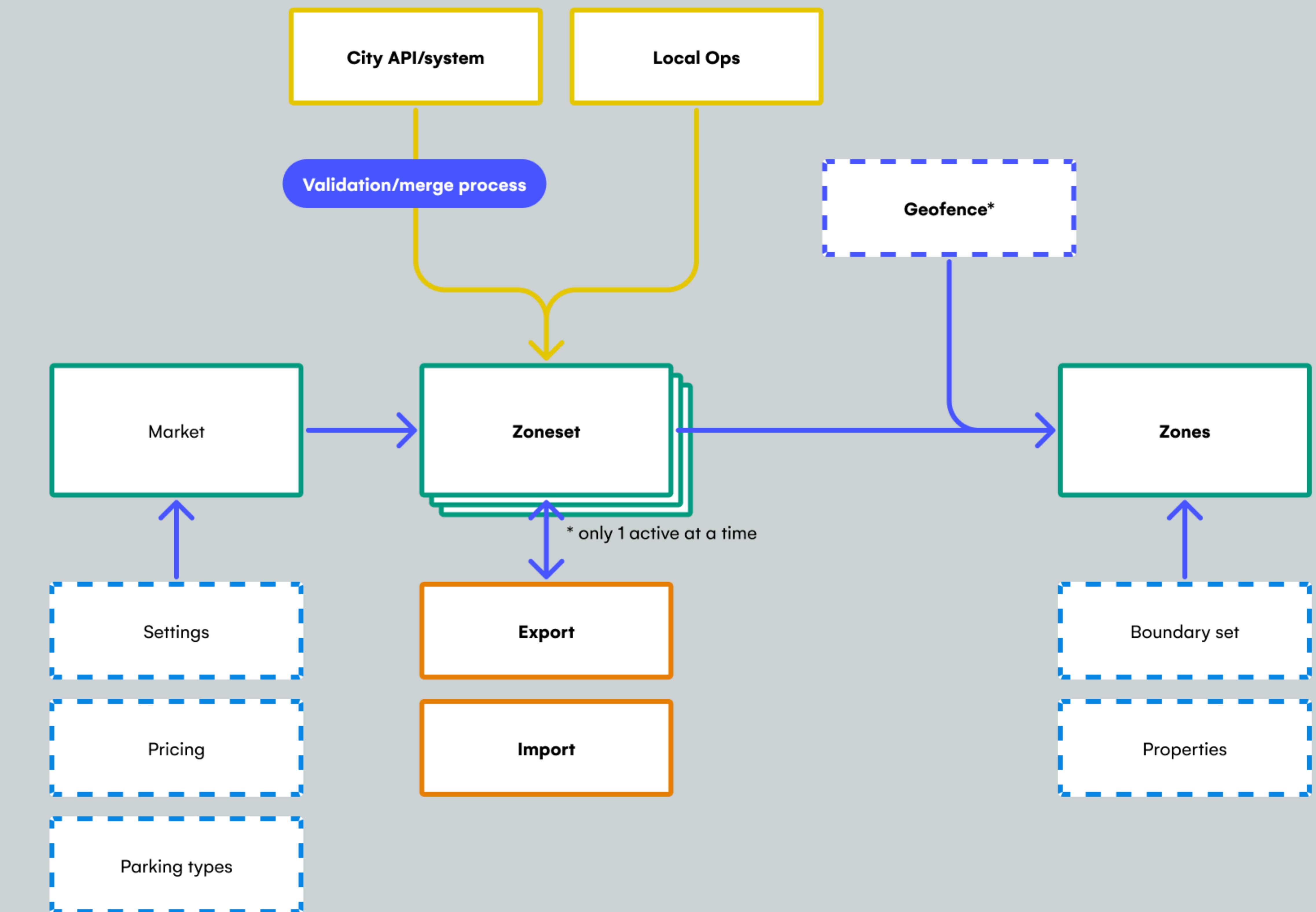
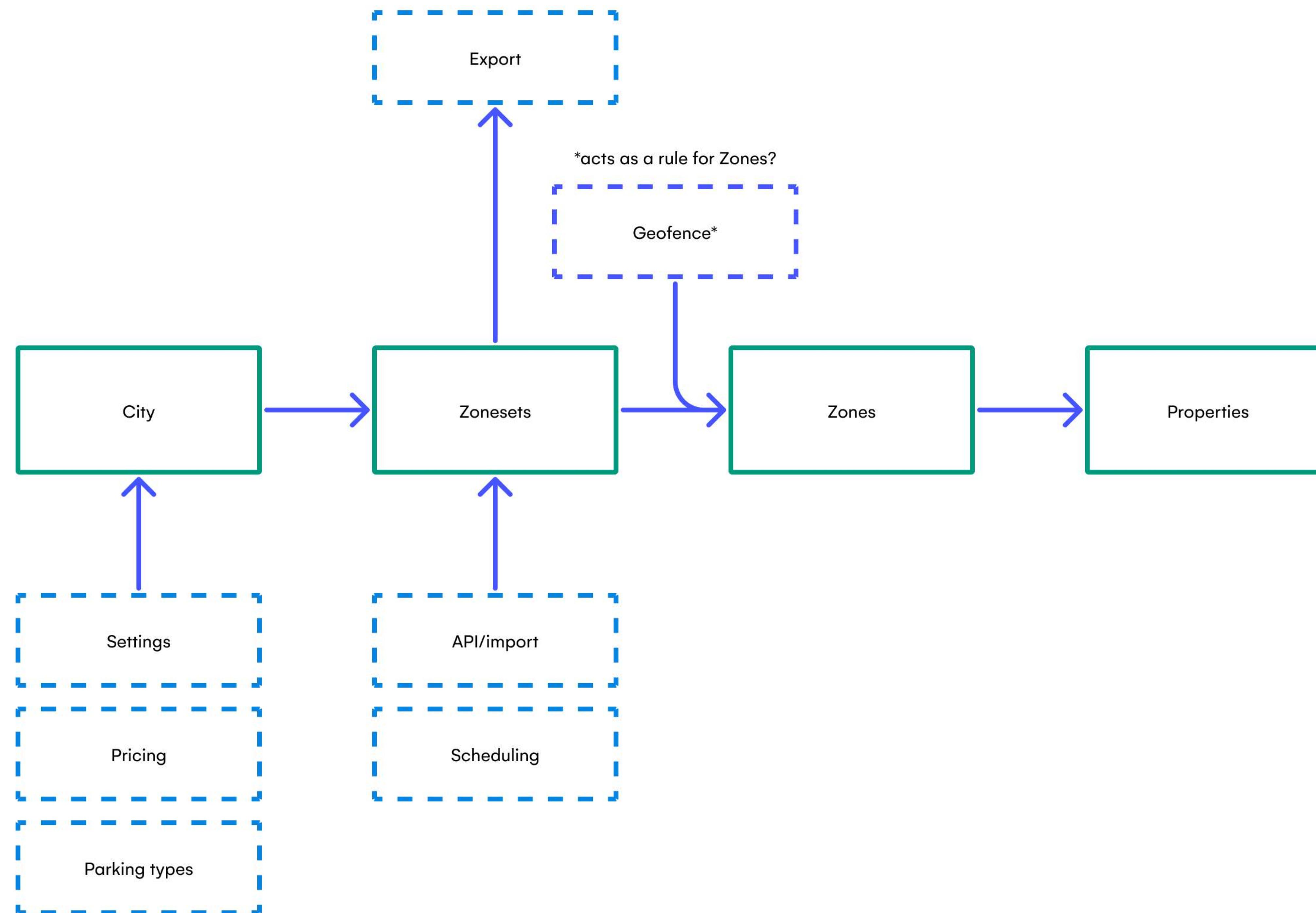
Pros

- Flexible enough to provide a good foundation
- Scalable for future features
- Fit into user's existing mental model & workstream

Cons

- Scheduling can get messy (ie, which layer will it be applied to)
- Changes cannot be applied across zonesets (messy to merge)
- Must rebuild much backend architecture

WORK / DOTT / BACKEND



Strategy

Because of the dependency on rebuilding the backend and long timeline, the team decided to **focus on delivering value in small releases.**

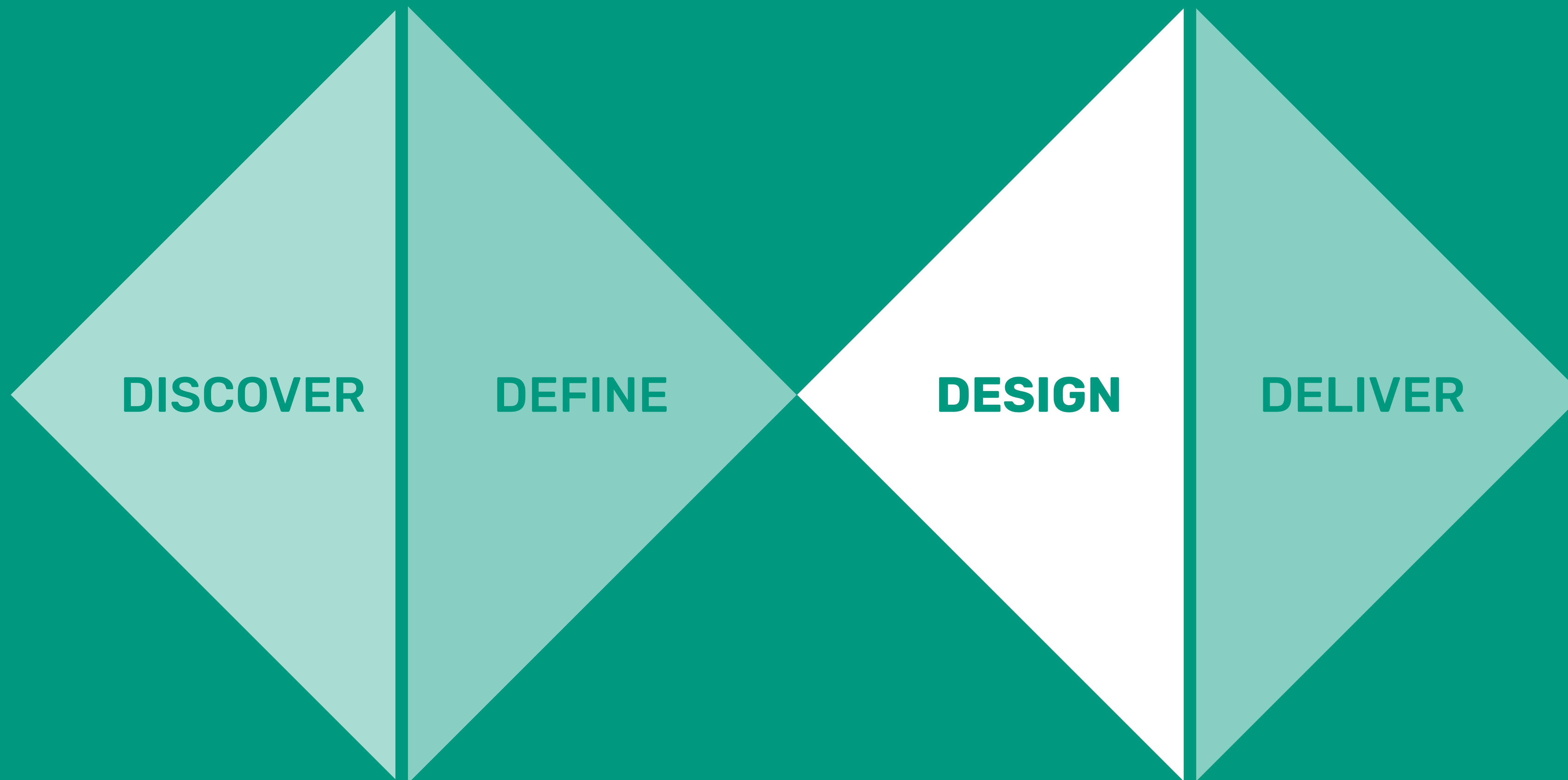
This would allow us to:

- Measure our efforts through quick feedback
- Allow engineers to build incrementally
- Deliver value with every release

Scope

- Ability to “draft” a set of changes
- Promote a set of changes to “live”
- Scheduling of changes
- Import/export map files
- Conflict resolution
- City API integrations

WORK / DOTT / PROCESS



WORK / DOTT / EXPLORATIONS

The screenshot displays the DOTT (Digital Experience Toolkit) interface, specifically the 'Working projects' section for '[CM] Rider zone mgmt'. A red box highlights the left sidebar where a list of exploration items is organized under 'Pages'.

Pages

- Project info
- Zone color updates
- Shifts IA // Jul 1
- Navigation // Jul 1
- Scoped down r1 // Aug 1
- explorations ---
- map layers
- full r1
- full R1 proto //
- working R1
 - working R1 // Jun 13
 - List proto //
 - Preview proto //
 - Edit proto //
 - Working Preview
 - preview v list R1 / May 30
 - working R1 / May 19
 - working R1 / May 12
 - working R1 / Apr 29
 - map
 - main 2021
 - create 2021
 - main Nov 9
 - main Oct 26
 - main Oct 19
 - prototypes

Validation

dott Fleet Shifts Manage Riders Vehicles Name

Rider zonesets

Status	Name	Last modified	Created on	Zones	⋮
LIVE	Weekdays - default	Apr 9, 2022	Jan 25, 2022	103 zones	⋮
LIVE	Default bikes	Apr 9, 2022	Jan 25, 2022	35 zones	⋮
DRAFT	Custom holiday: Konigsdag	Apr 9, 2022	Apr 9, 2022	13 zones	⋮
DRAFT	Weekends	Apr 9, 2022	Jan 15, 2022	29 zones	⋮
DRAFT	Weekend scooters	Apr 9, 2022	Apr 9, 2022	101 zones	⋮
DRAFT	New scooter zones (proposed)	Jun 2, 2022	Jun 1, 2022	129 zones	⋮
DRAFT	Working bikes zoneset	Jun 2, 2022	Jun 1, 2022	29 zones	⋮
DRAFT	Default zones (start here)	Dec 10, 2021	Nov 23, 2022	29 zones	⋮
DRAFT	Default zones (start here)	Dec 10, 2021	Nov 23, 2022	29 zones	⋮
DRAFT	Old zones	Dec 10, 2021	Nov 23, 2022	20 zones	⋮

Rows per page: 10 ▾ 1–10 of 11 < >

List-based hierarchy

dott Fleet Shifts Manage Riders Vehicles Name

Custom holiday: Konigsdag

Map layers

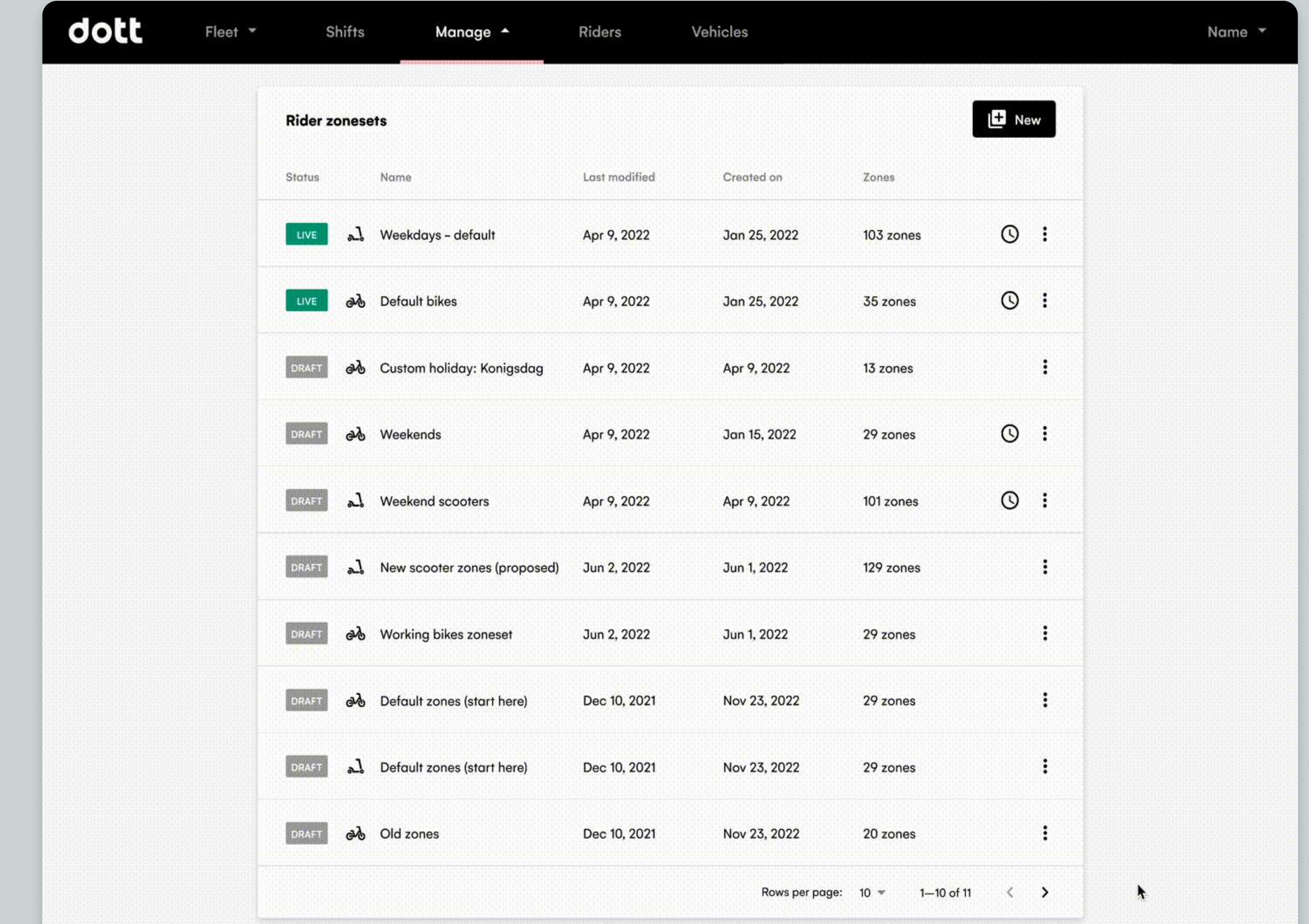
Preview-based hierarchy

WORK / DOTT / VALIDATION

While users favored the Preview-based version,
the team proceeded with the List-based model.

- Preview complicated the main interface & map interactions
- List was easier to scale with planned future functionality

The upside of Preview did not outweigh its numerous downsides.

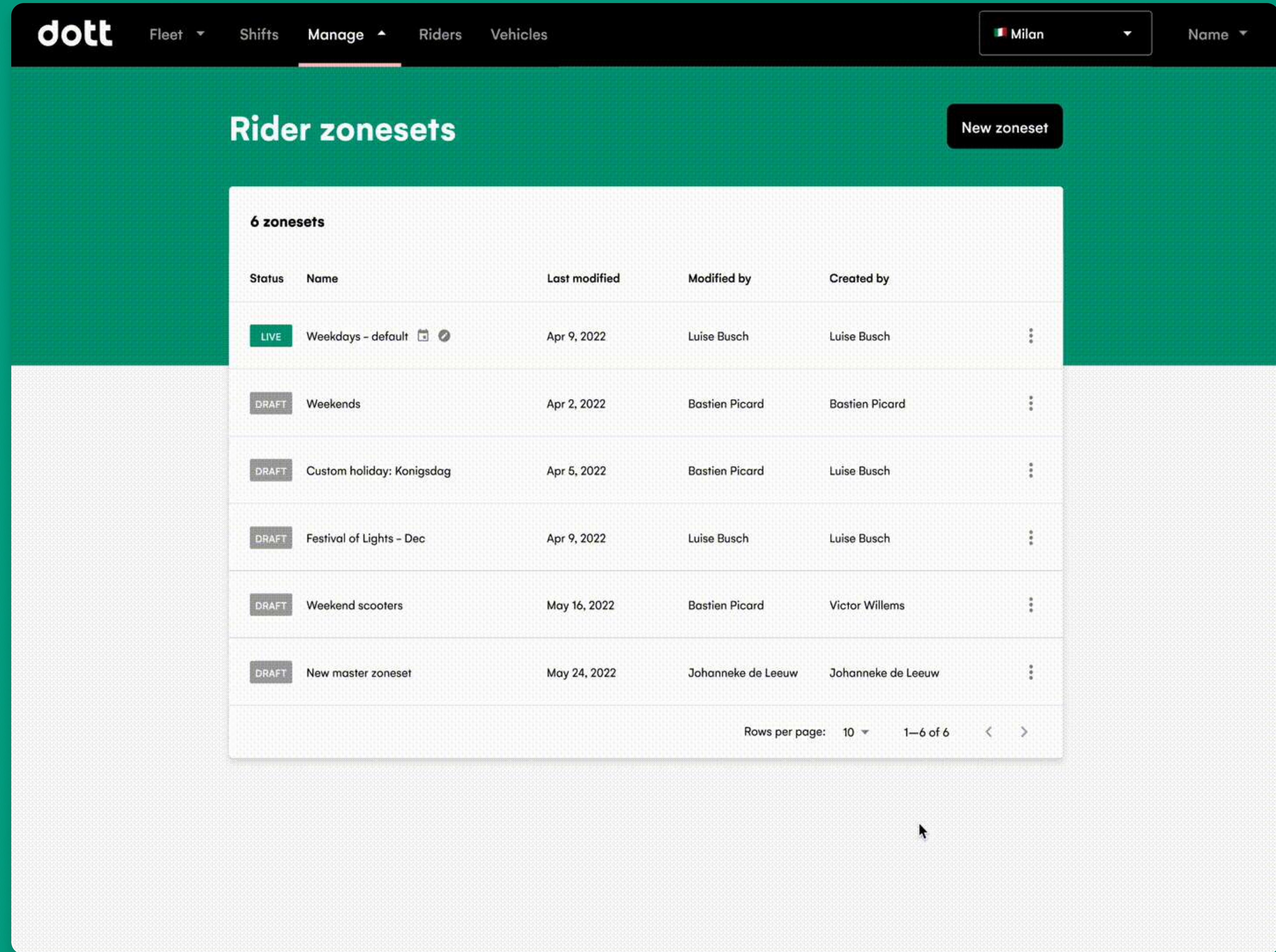


The screenshot shows a software interface for 'dott' with a dark header bar containing 'Fleet', 'Shifts', 'Manage', 'Riders', 'Vehicles', and a 'Name' dropdown. The 'Manage' tab is currently selected. Below the header is a table titled 'Rider zonesets'. The table has columns for 'Status', 'Name', 'Last modified', 'Created on', 'Zones', and three small icons. There are ten rows in the table, each representing a different zoneset. The rows are: 1. LIVE - Weekdays - default (Apr 9, 2022, Jan 25, 2022, 103 zones) 2. LIVE - Default bikes (Apr 9, 2022, Jan 25, 2022, 35 zones) 3. DRAFT - Custom holiday: Konigsdag (Apr 9, 2022, Apr 9, 2022, 13 zones) 4. DRAFT - Weekends (Apr 9, 2022, Jan 15, 2022, 29 zones) 5. DRAFT - Weekend scooters (Apr 9, 2022, Apr 9, 2022, 101 zones) 6. DRAFT - New scooter zones (proposed) (Jun 2, 2022, Jun 1, 2022, 129 zones) 7. DRAFT - Working bikes zoneset (Jun 2, 2022, Jun 1, 2022, 29 zones) 8. DRAFT - Default zones (start here) (Dec 10, 2021, Nov 23, 2022, 29 zones) 9. DRAFT - Default zones (start here) (Dec 10, 2021, Nov 23, 2022, 29 zones) 10. DRAFT - Old zones (Dec 10, 2021, Nov 23, 2022, 20 zones). A 'New' button is located in the top right corner of the table area.

Status	Name	Last modified	Created on	Zones	
LIVE	Weekdays - default	Apr 9, 2022	Jan 25, 2022	103 zones	⋮
LIVE	Default bikes	Apr 9, 2022	Jan 25, 2022	35 zones	⋮
DRAFT	Custom holiday: Konigsdag	Apr 9, 2022	Apr 9, 2022	13 zones	⋮
DRAFT	Weekends	Apr 9, 2022	Jan 15, 2022	29 zones	⋮
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DRAFT	Old zones	Dec 10, 2021	Nov 23, 2022	20 zones	⋮

List-based model

WORK / DOTT / FINAL DESIGN



The screenshot shows the dott software interface for managing rider zonesets. The top navigation bar includes links for Fleet, Shifts, Manage (with a dropdown arrow), Riders, Vehicles, and a language selector for Milan. A search bar labeled 'Name' is also present.

The main section is titled 'Rider zonesets' and displays a list of 6 zonesets. The table columns are: Status, Name, Last modified, Modified by, and Created by. The rows are as follows:

Status	Name	Last modified	Modified by	Created by
LIVE	Weekdays - default	Apr 9, 2022	Luise Busch	Luise Busch
DRAFT	Weekends	Apr 2, 2022	Bastien Picard	Bastien Picard
DRAFT	Custom holiday: Konigsdag	Apr 5, 2022	Bastien Picard	Luise Busch
DRAFT	Festival of Lights - Dec	Apr 9, 2022	Luise Busch	Luise Busch
DRAFT	Weekend scooters	May 16, 2022	Bastien Picard	Victor Willems
DRAFT	New master zoneset	May 24, 2022	Johanneke de Leeuw	Johanneke de Leeuw

At the bottom of the table, there are pagination controls: 'Rows per page: 10', '1–6 of 6', and navigation arrows (< >).

Results

Outcomes

- Positive reception by users
- Decreased reliance on outside tools
- Freed up engineering time

Next Steps

- Scheduling & auto-publishing
- Conflict resolution
- Auto-updates via city APIs

The screenshot shows the dott software interface with a dark theme. At the top, there is a navigation bar with the dott logo and links for Fleet, Shifts, Manage (with a dropdown arrow), Riders, and Vehicles. On the far right of the navigation bar are dropdown menus for 'Milan' (with a flag icon) and 'Name'. Below the navigation bar, the main content area has a title 'Rider zonesets' and a 'New zoneset' button. A sub-header '6 zonesets' is followed by a table with columns: Status, Name, Last modified, Modified by, and Created by. The table lists six entries: 'Weekdays - default' (LIVE, Apr 9, 2022, Luise Busch, Luise Busch), 'Weekends' (DRAFT, Apr 2, 2022, Bastien Picard, Bastien Picard), 'Custom holiday: Konigsdag' (DRAFT, Apr 5, 2022, Bastien Picard, Luise Busch), 'Festival of Lights - Dec' (DRAFT, Apr 9, 2022, Luise Busch, Luise Busch), 'Weekend scooters' (DRAFT, May 16, 2022, Bastien Picard, Victor Willems), and 'New master zoneset' (DRAFT, May 24, 2022, Johanneke de Leeuw, Johanneke de Leeuw). At the bottom of the table, there are pagination controls: 'Rows per page: 10', '1–6 of 6', and arrows for navigating through the pages.

Status	Name	Last modified	Modified by	Created by
LIVE	Weekdays - default	Apr 9, 2022	Luise Busch	Luise Busch
DRAFT	Weekends	Apr 2, 2022	Bastien Picard	Bastien Picard
DRAFT	Custom holiday: Konigsdag	Apr 5, 2022	Bastien Picard	Luise Busch
DRAFT	Festival of Lights - Dec	Apr 9, 2022	Luise Busch	Luise Busch
DRAFT	Weekend scooters	May 16, 2022	Bastien Picard	Victor Willems
DRAFT	New master zoneset	May 24, 2022	Johanneke de Leeuw	Johanneke de Leeuw

**ROLE**

Product Designer,
Contract

FOCUS

Northstar Experience
Design, UX/UI Design

My Contributions

- Led & managed full project
- Conducted research
- Led workshops & brainstorms
- Refreshed design patterns
- Delivered northstar concept for key flow

WORK / HANDSHAKE

Jobs Creation Northstar Experience

TIMEFRAME

Apr - Jul 2021

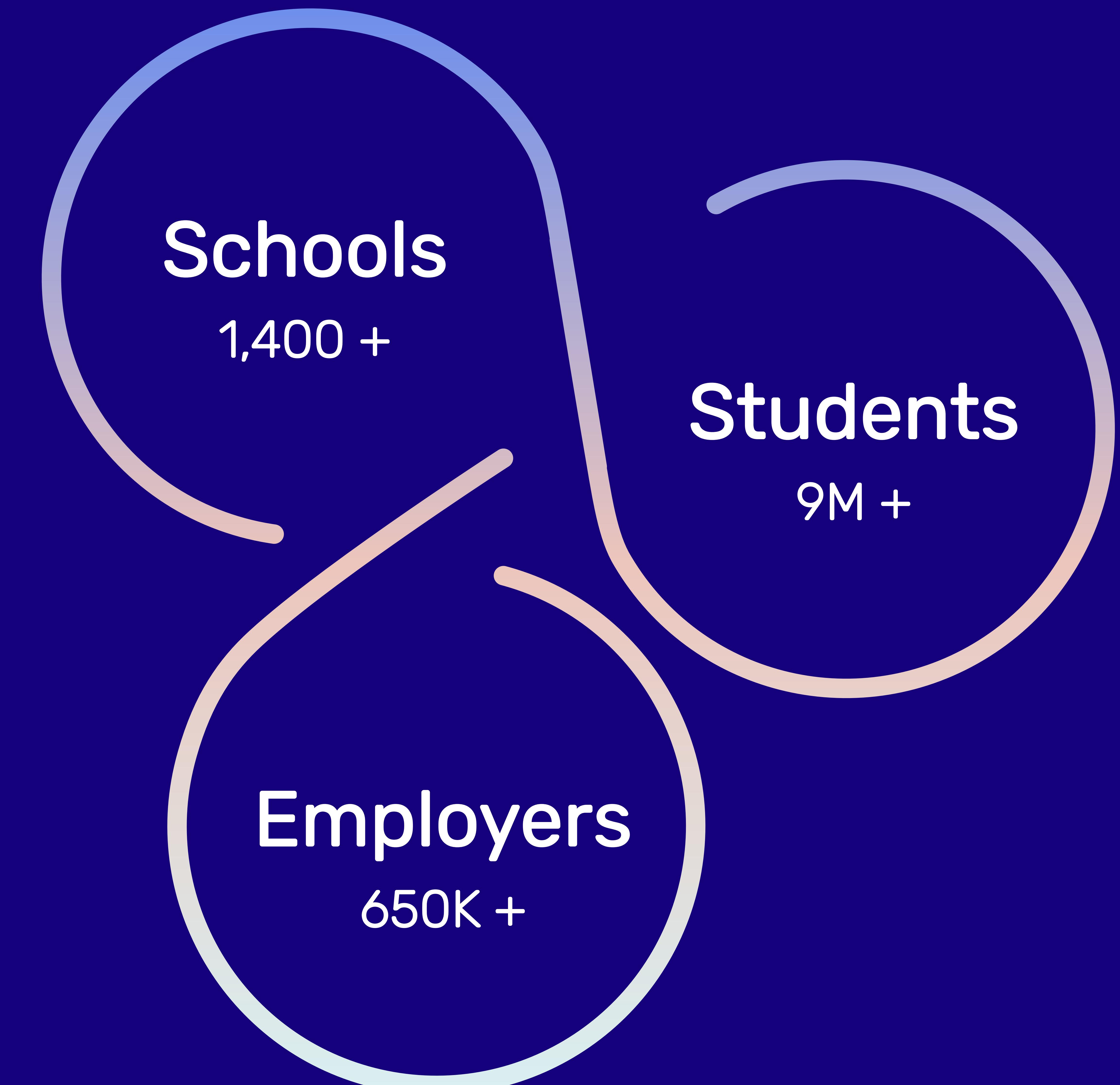
PROJECT CONTRIBUTION

Systems Design, Research, UX/UI, Visual Design

WORK / HANDSHAKE

Handshake connects Employers and Students

The only all-in-one early talent recruiting
platform.



The Challenge

Based on data collected and research conducted, it was apparent that enhancements needed to be made to the Job Creation experience.

Doing so would enable Employers to successfully post more Jobs to more Schools, ultimately leading to increases in the applications received.

The Task

- Spearhead project
- Close gaps in research
- Define process & timelines
- Explore northstar concepts & new features
- Deliver new roadmap for Job Creation

Scope

1. Site navigation
2. Unimportant actions & nav
3. No explanations or direction
4. Long choice lists
5. Tracker with form navigation

1 Home
My Profile
Company Profile

Postings
Jobs

Relationships
Search Students
Schools
Contacts

Meetings
Events
Scheduling
On-Campus Interviews
Fairs

2 Search... Your Employer's Schools ▾ Help ▾ Derek Bender ▾

3 New Job
Where should students submit their application?
 Apply in Handshake
 Apply through external system

Job title

Company Division (optional)
Select a division

Display your contact information to students?
 Name only
 Don't show my info

4 Job Type
 Job
 Internship
 Cooperative Education
 Experiential Learning
 On Campus Student Employment
 Fellowship
 Graduate School
 Volunteer

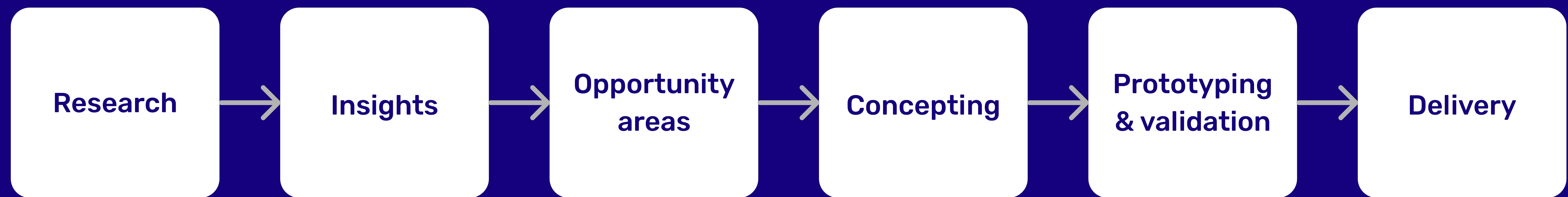
Employment Type
 Full-Time
 Part-Time

Duration
 Permanent
 Temporary / Seasonal

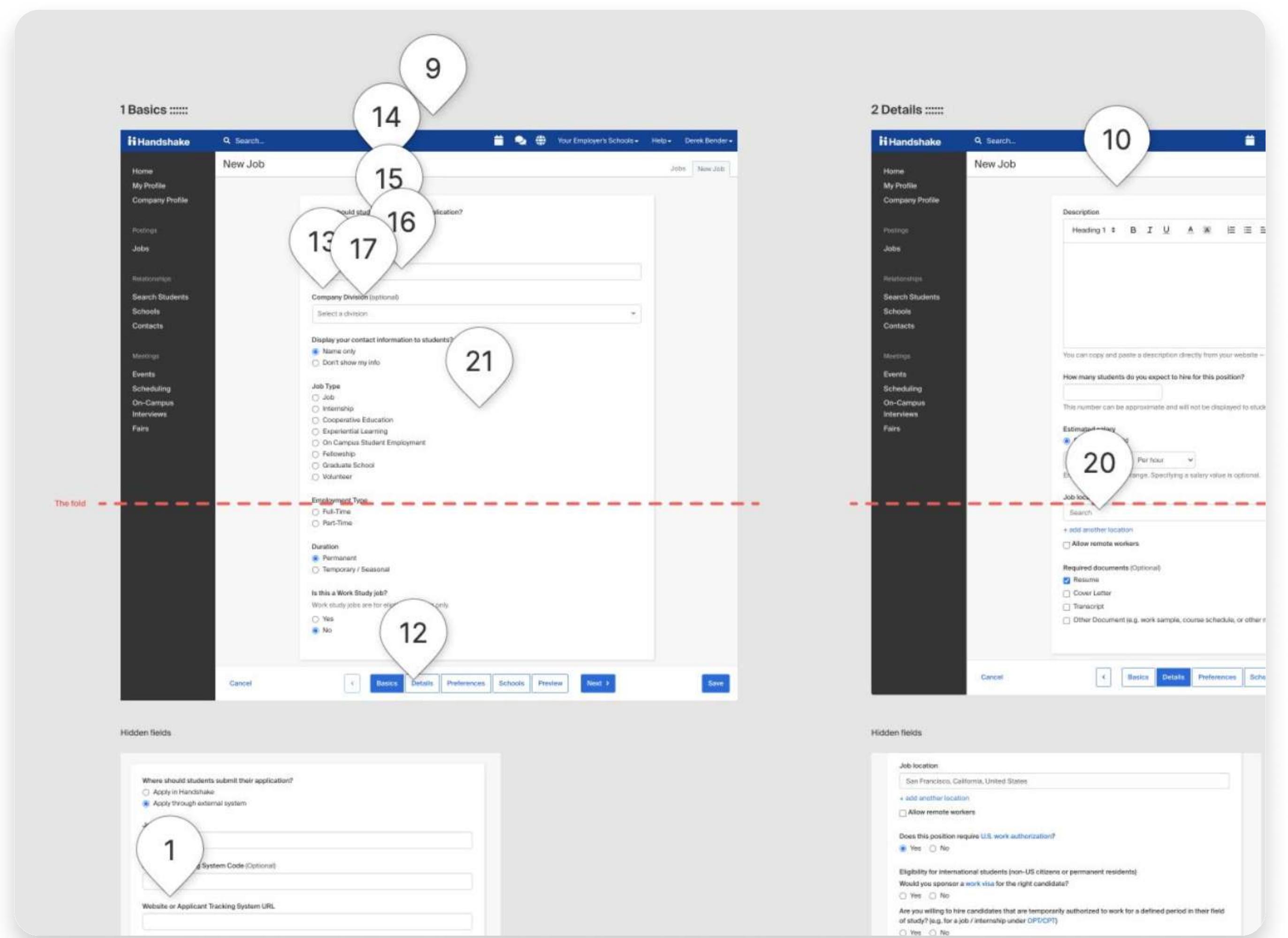
Is this a Work Study job?
Work study jobs are for eligible students only.
 Yes
 No

Cancel **5** Basics Details Preferences Schools Preview Next > Save

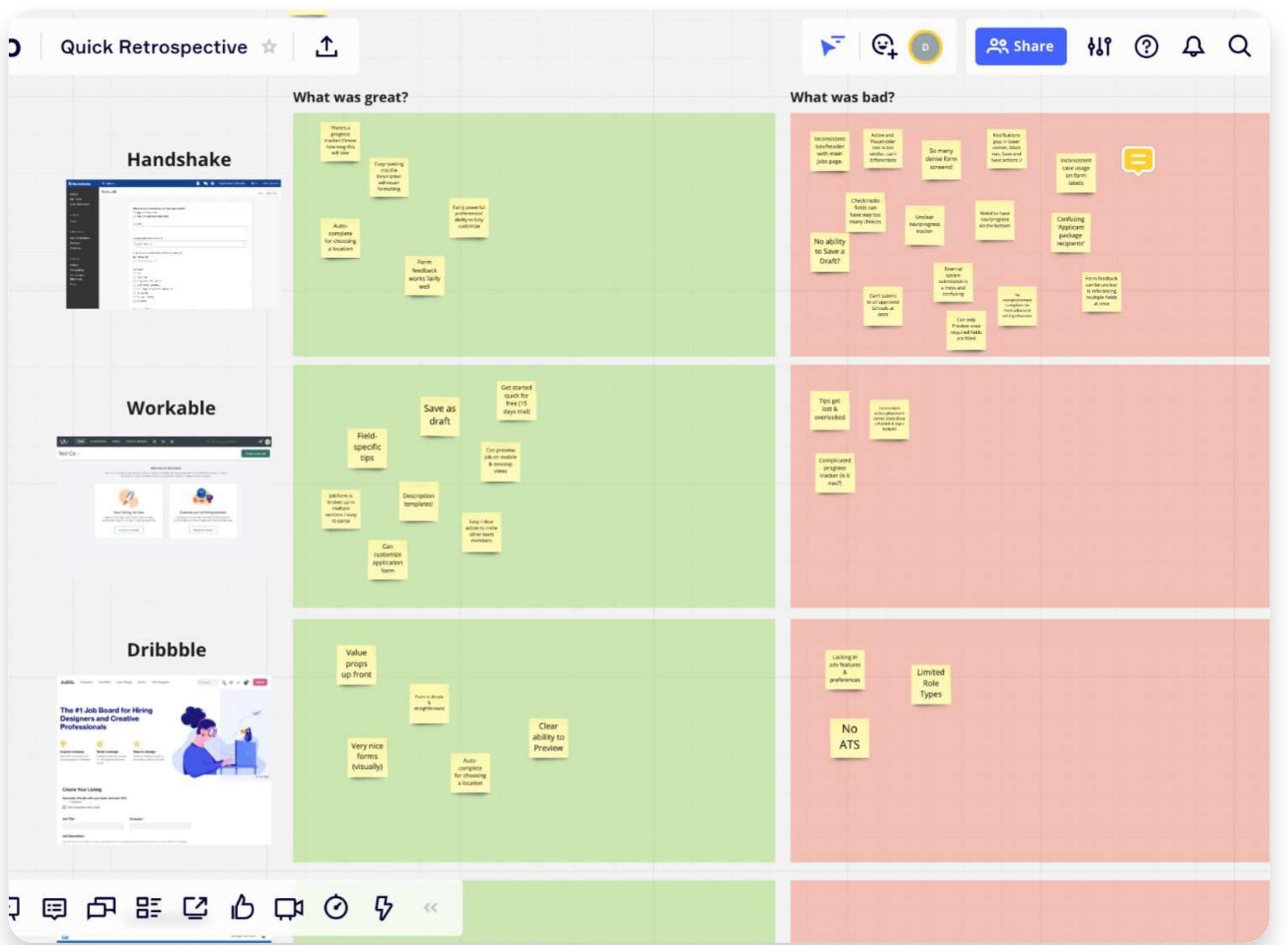
WORK / HANDSHAKE / PROCESS



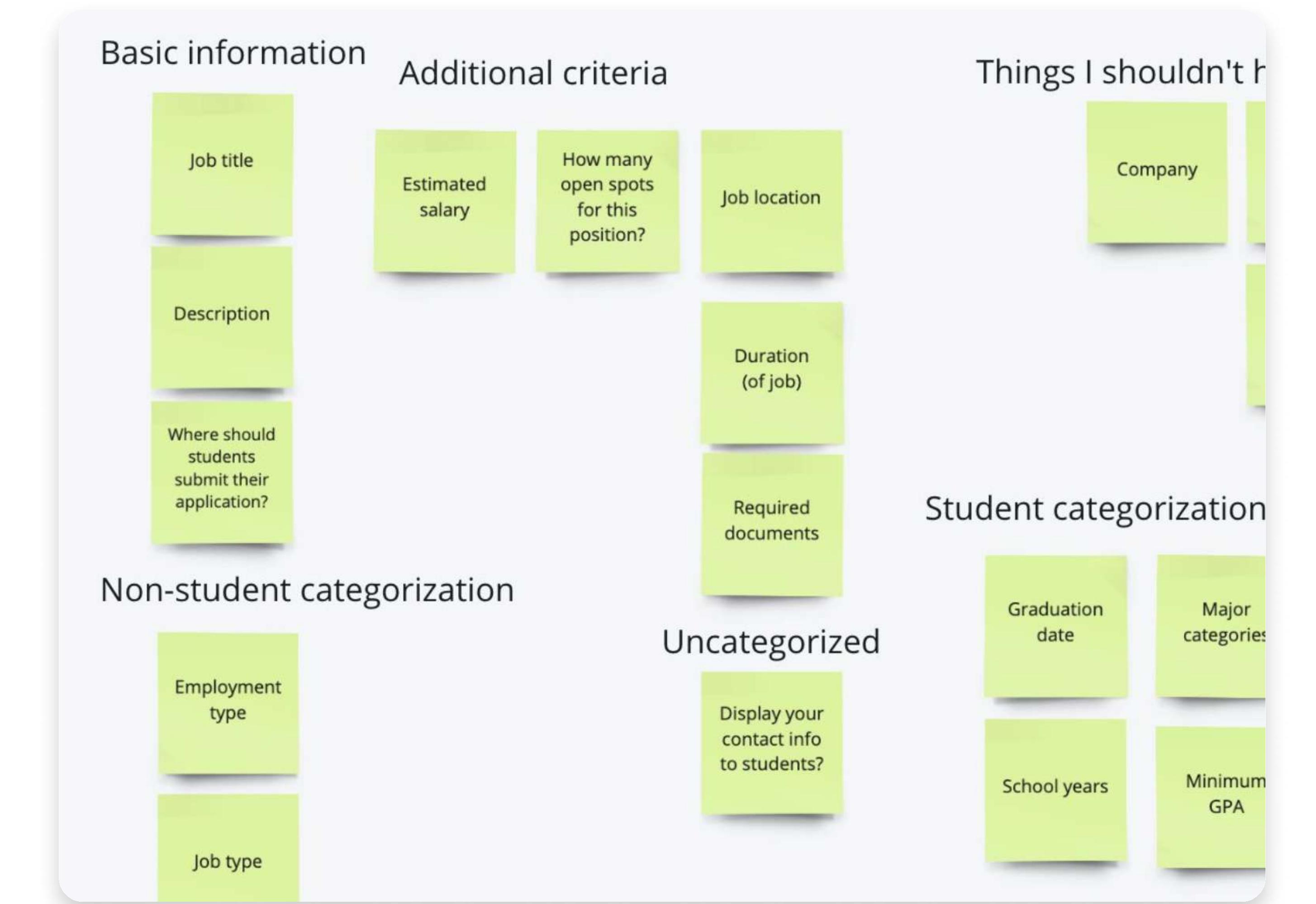
Research



Experience Audit



Competitive Analysis

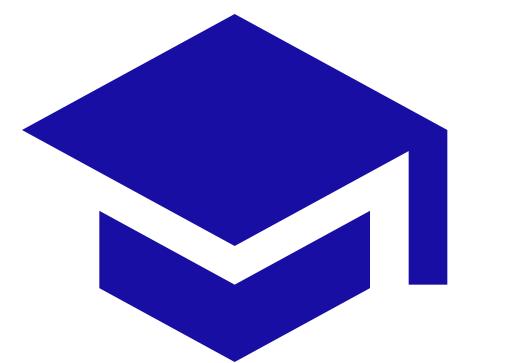


Affinity Sorting

Insights



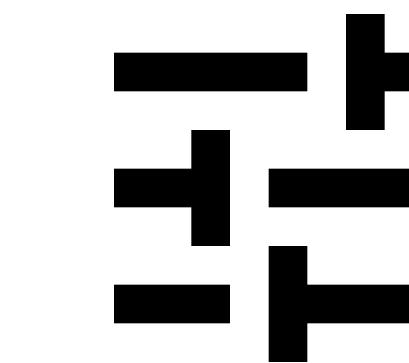
Employers want the ability to save a Job Post and return later to complete



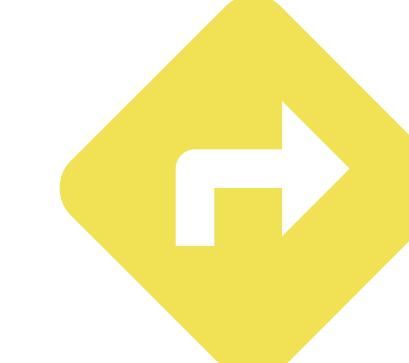
Lack of education & transparency around Employer/School approvals and how it relates to Job Postings



There's confusion about a lot of individual fields and how they function



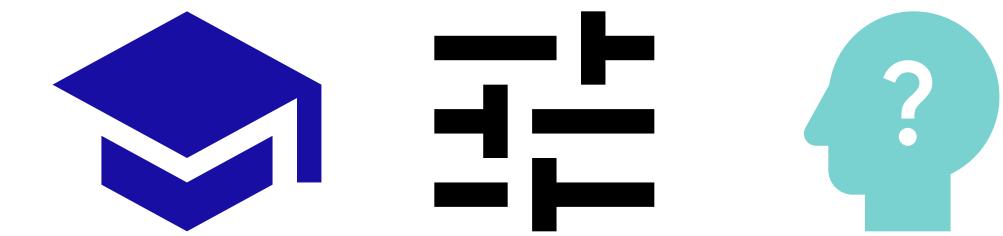
Employers don't easily understand the purpose & value of Job Preferences



Difficult to navigate & manage the large volume of Schools that show up on the Schools screen

Opportunity Areas

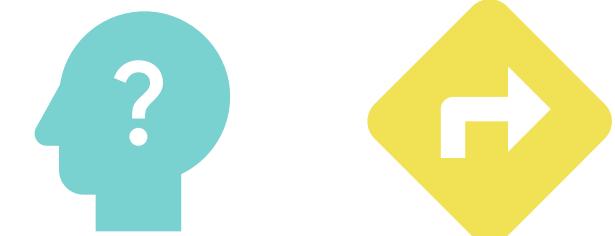
OA 1



OA 2



OA 3



Educate Employers about the functionality and value throughout the process

Give Employers a way to 'Save as Draft' and easily preview their Job

Lay foundations for upcoming features & improvements

Experience Principles

Communicate value

Create a value driven narrative that conveys how each field adds to the quality and quantity of incoming applications.

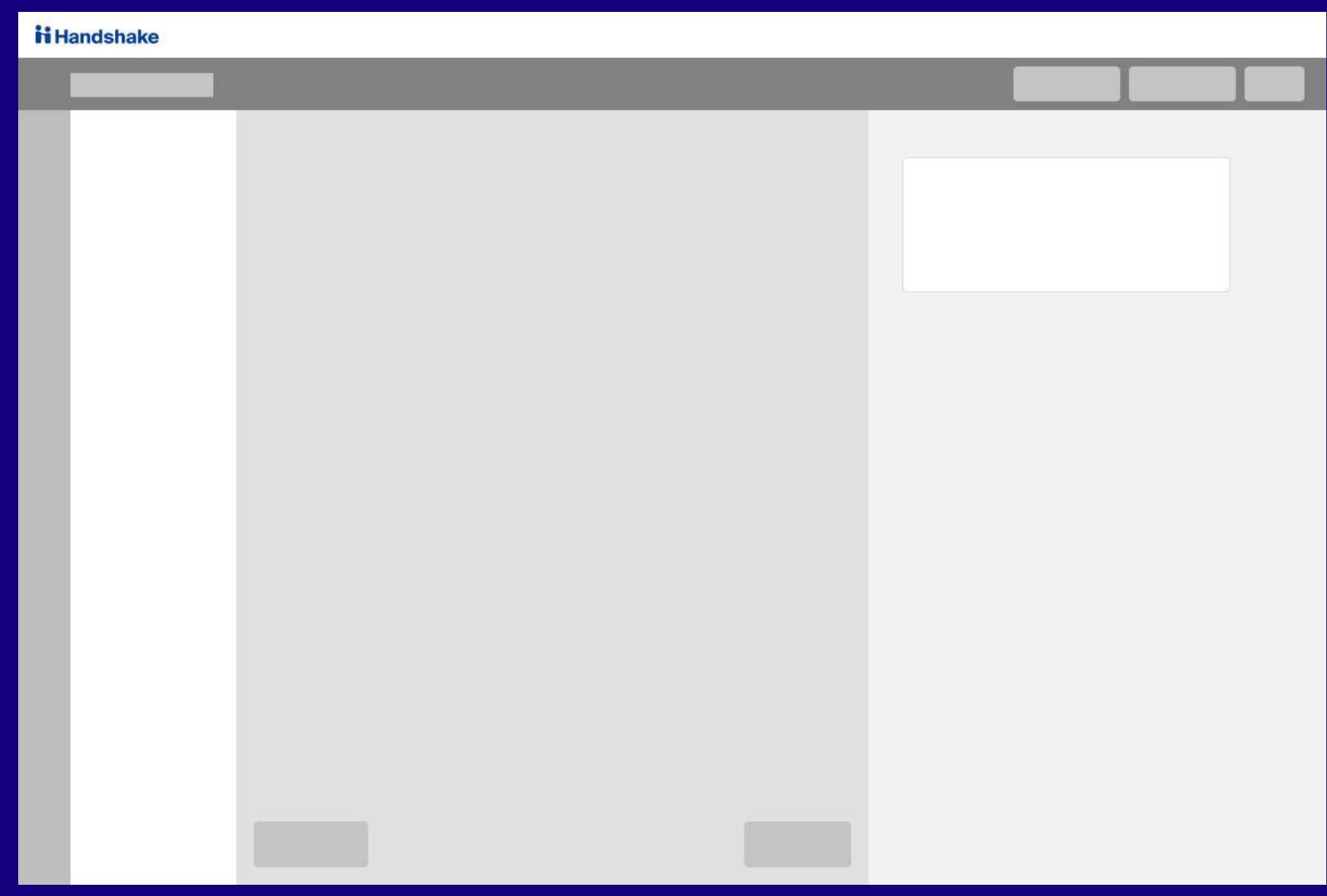
Simple & clear at every step

Remove complexity by simplifying interactions and guiding our users. Design for clarity and focus.

Consistency in design

Bring consistency by making things look and behave the same to take advantage of user familiarity and expectations.

WORK / HANDSHAKE / EXPLORATIONS



0

0: A series of five wireframes showing the progression of a job application form from a blank state to a completed state. The first frame shows a 'New Job' page with a 'Job Title' field. Subsequent frames show the addition of 'Job Details', 'Job Preferences', and 'Job Description' sections, with the final frame showing a completed 'Senior Product Designer' application.

1 Progress Tracker

1 Progress Tracker: A wireframe of a progress tracker section. It includes a sidebar with navigation items like 'Dashboard', 'Jobs', 'Interviews', 'Events', and 'Search'. The main content area displays a progress bar and a summary of the user's application status.

2 Duplication

2 Duplication: Three wireframes illustrating different ways to duplicate application settings. 'Option A: Choose section' shows a modal for selecting a section to import. 'Option B: Field preview' shows a modal with a preview of imported fields. 'Option C: Simple import' shows a direct import button.

3 Partial flow

3 Partial flow: A complex wireframe showing a partial user flow through various application steps. It includes a sidebar, a main application area with sections like 'Start the hiring process', 'Describe the details', 'Job Details', and 'Job Types', and a footer with a 'Next Step' button.

Northstar Redesign

1. Focus on Creation Experience
2. Save as Draft
3. Quick Preview
4. Progress Tracker
5. Content Framework
6. Field Updates

The screenshot shows the 'Create a New Job' page with the following numbered annotations:

- 1**: Top left corner of the page.
- 2**: Top right corner, next to 'Save and Exit' and 'Preview Job' buttons.
- 3**: Top right corner, next to three-dot menu.
- 4**: On the left sidebar, next to the 'Job Basics' tab which is highlighted in blue.
- 5**: In the main content area, next to the heading 'Start your job creation journey' and the subtext 'We'll start with the basics.'
- 5**: In the main content area, next to the 'What job type is it?' section, specifically next to the 'Job' button.
- 5**: In the main content area, next to the 'Show up in Candidate Searches' callout box.
- 6**: In the main content area, next to the 'What employment type is it?' section, specifically next to the 'Part-time' button.
- 6**: In the main content area, next to the 'How long will this job last?' section, specifically next to the 'Temporary or Seasonal' button.
- 6**: Bottom center of the page, next to the 'Back' and 'Next' buttons.

Create a New Job

Saved a few seconds ago

1 Create a New Job

2 Save and Exit 3 Preview Job ...

1 Job Basics

2 Job Details

3 Pay & Location

4 Candidate Preferences

5 Candidate Communication

6 Schools

7 Review

5 Start your job creation journey

We'll start with the basics.

5 What job type is it? *

Job Internship On Campus More

Job: The most basic type, generally associated with working 30 to 40 hours per week or 130 hours a month. [Review all types](#)

5 Show up in Candidate Searches

The info you provide on this step will allow the job to show up in Candidate Searches. When Candidates search for a job they routinely search 'Internship',

6 What employment type is it? *

Full-time Part-time

6 How long will this job last? *

Permanent Temporary or Seasonal

6 Choose a start and end date *

Start date End date

MM/DD/YY MM/DD/YY

6 Back Next

WORK / HANDSHAKE

Start

The Start screen displays a sidebar with navigation links like Home, My Profile, Company Profile, Posts, Jobs, Relationships, Search Students, Schools, Contacts, Meetings, Events, Scheduling, On-Campus Interviews, and Fairs. The main area shows a grid of upcoming events and jobs. A prominent button says "Create new Job".

Job Basics

This step guides the user through the hiring process. It includes sections for "Start your job creation journey", "What job type is it?", "What employment type is it?", "How long will this job last?", and "Choose a start and end date". Buttons for "Create new Job" and "Next" are present.

Details

The Details step involves describing the job. It asks for a title, a description, and the number of candidates expected. It also checks if the job is within a company division. Buttons for "Back" and "Next" are shown.

Pay & Location

The Pay & Location step covers compensation and location. It includes fields for pay rate, location, work authorization, and visa sponsorship. It also asks about OPT/CPT authorization. Buttons for "Back" and "Next" are included.

Candidate Preferences

The Candidate Preferences step allows users to filter candidates by education level (Freshman to Alumni) and graduation date range. It also lists preferred majors. Buttons for "Back" and "Next" are present.

Candidate Comms

The Candidate Comms step lets users choose teammates to receive communications. It lists team members like Devon Van Hyde, Malik Kenner, Lorenzo Lenardi, Janice Montez, and Kyle Stevens. Buttons for "Back" and "Next" are shown.

Schools

The Schools step allows users to pick schools to recruit from. It includes sections for "Pick schools to recruit from" and "How schools work". A placeholder box says "Area for Schools Picker". Buttons for "Back" and "Next" are included.

Review

The Review step provides a preview of the job post before publishing. It includes a checklist of completed sections: Job Basics, Job Details, Candidate Preferences, Candidate Communication, Schools, and Review. Buttons for "Back" and "Publish" are shown.

Preview

The Preview step shows the final job listing titled "Full Time 4th Grade Teacher" at "Handshake, Clayton, North Carolina, United States". It includes sections for "About the role", "Role Description", and "Contact Information". Buttons for "Back" and "Next: Job Details" are shown.

Layout & Content

Create a New Job

Header + actions

Saved a few seconds ago [Save and Exit](#) [Preview Job](#) [...](#)

Start your job creation journey

Form explanation

Sed mi ex, tristique sed, tristique. Sed mi ex, tristique sed, tristique. Suspendisse mollis nulla in nibh gravida luctus.

What job type is it? *

Field

Job Internship On Campus More

Job: The most basic type of job. It involves working 30 to 40 hours per week or 130 hours a month. [Review all types](#)

Field guidance

Give this job a title *

Form field

Give your Job a descriptive title. This will help candidates find your job.
Do not use tracking numbers in the title.

Field guidance

What employment type is it?

Field

Full-time Part-time

Education + value

Show up in Candidate Searches

The info you provide on this step will allow the job to show up in Candidate Searches. When Candidates search for a job they routinely search 'Internship',

Results

Deliverables

- Improved IA
- Content framework
- Full northstar end-to-end flow

Next Steps

- Bring prototype into user testing
- Unique fields & Schools step
- Scope & design additional fields

Jobs Creation Workstream

Handshake

May 2021

Job Creation Workstream handoff doc

This doc contains all relevant links, docs and thoughts on the Jobs Creation workstream.
Designer: Derek Bender, Apr - Jul 2021

Source of Truth: [Jobs Creation Workstream](#) *
Designs: [Figma](#)

Research:

- Research Plan: Jobs Creation / Affinity Sorting
- Affinity Sorting script
- Affinity Sorting exercise (Mirrored)
- Affinity Sorting notes (Handshake folks only)
 - Raw recordings
- Research Reachout (Message and lists of employers we initially reached out to. Needed if using UserTesting.com)
- Job Dashboard

Supporting docs:

- Research: Job Create/Edit/Duplicate Experience Painpoints *
- Research findings: New employer interviews *
- Employer Lifecycle - Derek Bender Initiatives

Peripheral docs:

- These aren't critical to Jobs Creation but act more as a reference to larger Lifecycle/Jobs planning
- "Open Jobs": Execution Plan
 - "Open Jobs" Experience: Strategy & Phases (Mar 2021)
 - Strategy: Approval Experience for Employers (Feb 2021)
 - Employer Lifecycle: Overview
 - PRD: Self-Service - MVP Plan

Other:

- Folder with HS Affinity Sorting interviews
- Recording of 5/7 Shareout
- Recording of 6/28 Recap





Instacart

ROLE

Lead Product Designer

FOCUS

Strategy, UX/UI Design

Delivery Logistics

- 13 projects
- 7% ↓ Contact rate
- 2.5% ↓ Lates

Activation

- 20 projects
- 12% ↑ Activations
- 4% ↑ Engaged activations
- +2 design hires
- Design system implemented

WORK / **INSTACART**

Single Batch Evaluation

TIMEFRAME

Dec 2019 - Feb 2020

PROJECT CONTRIBUTION

Strategy, UX/UI, Prototyping, User Testing

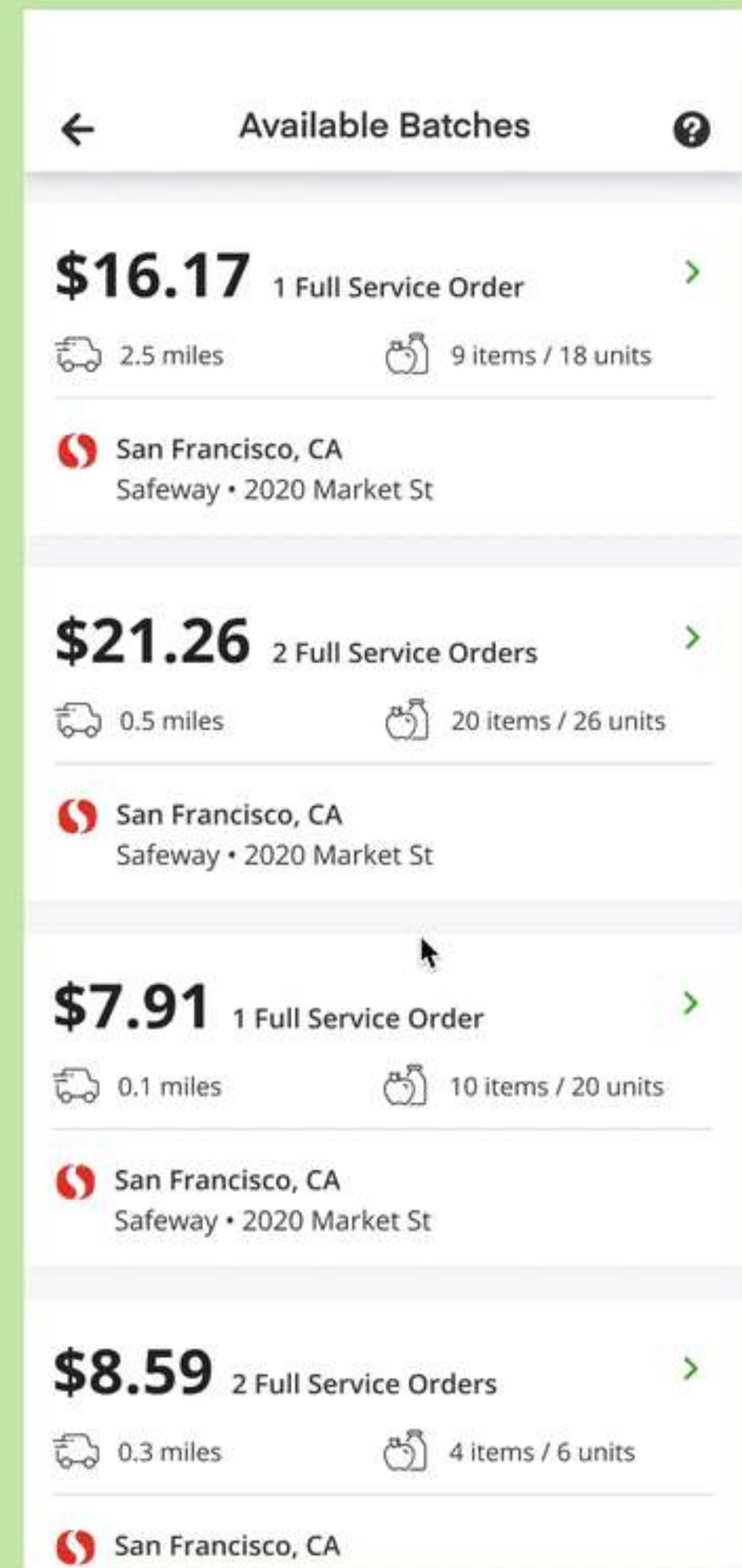
The Challenge

Problems

- Negative user exp. from Competition
- High Contact rate from Unassigns

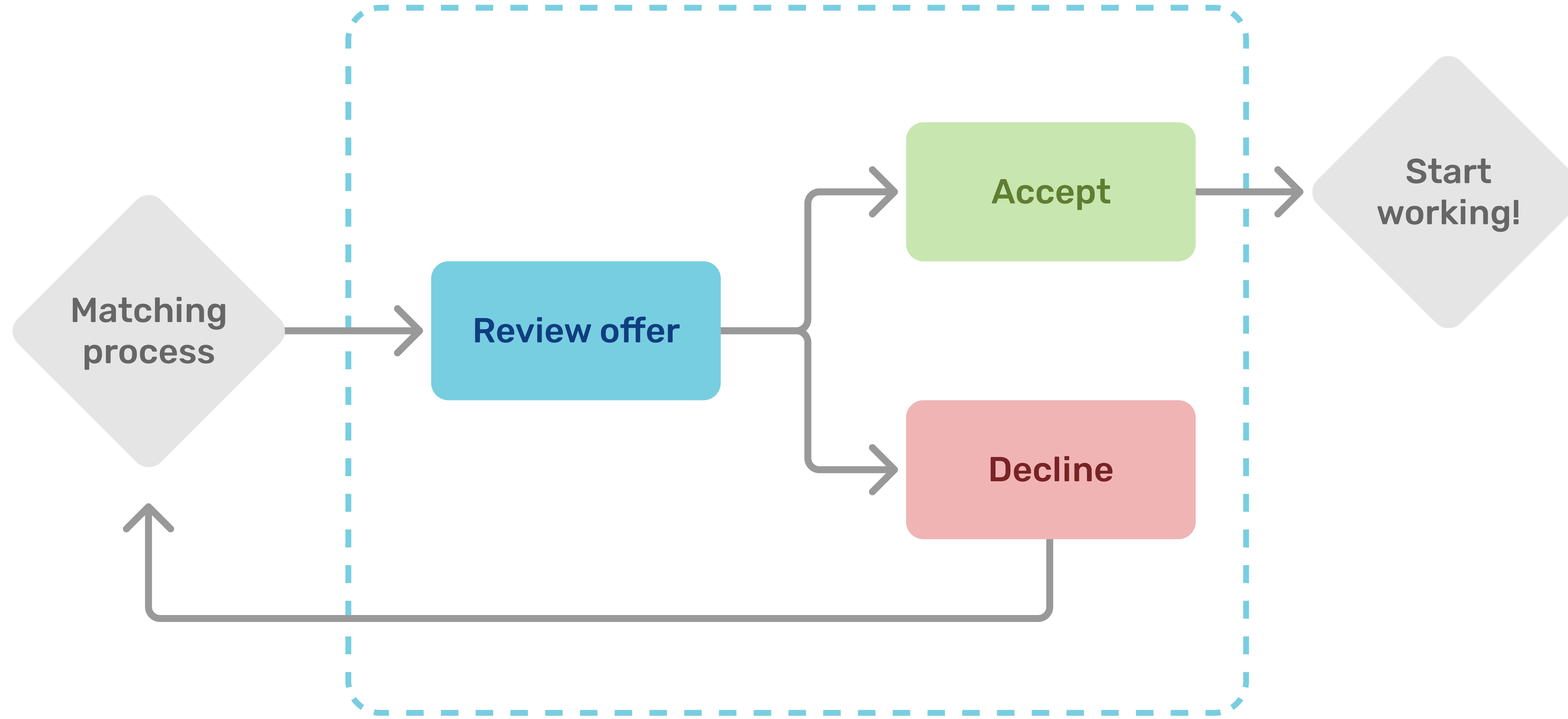
Strategy

- New & existing users should feel comfortable
- Each batch should be accepted by the best shopper for that batch
- This is just a test. Let's learn!



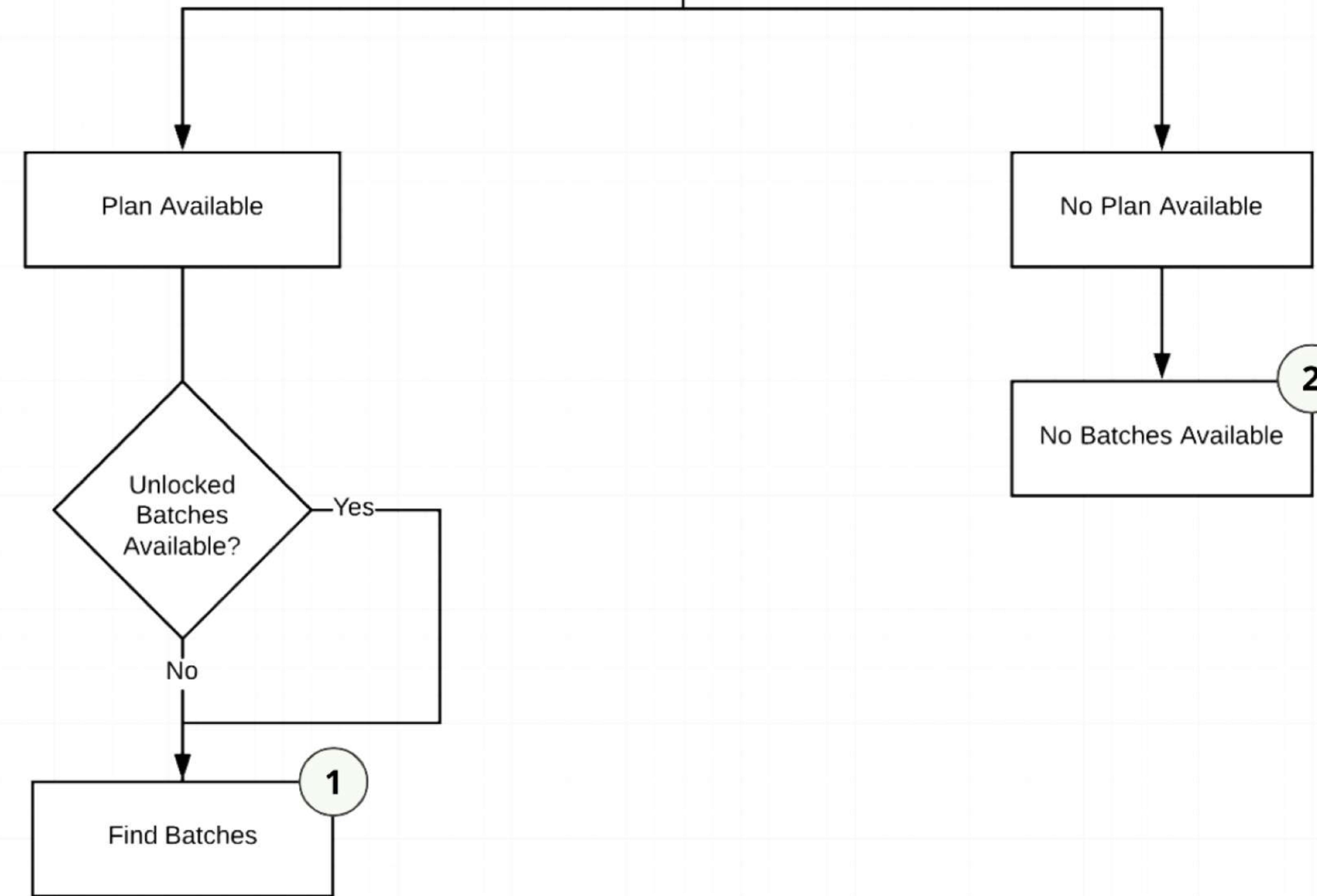
Old experience

The 'Gig' Model

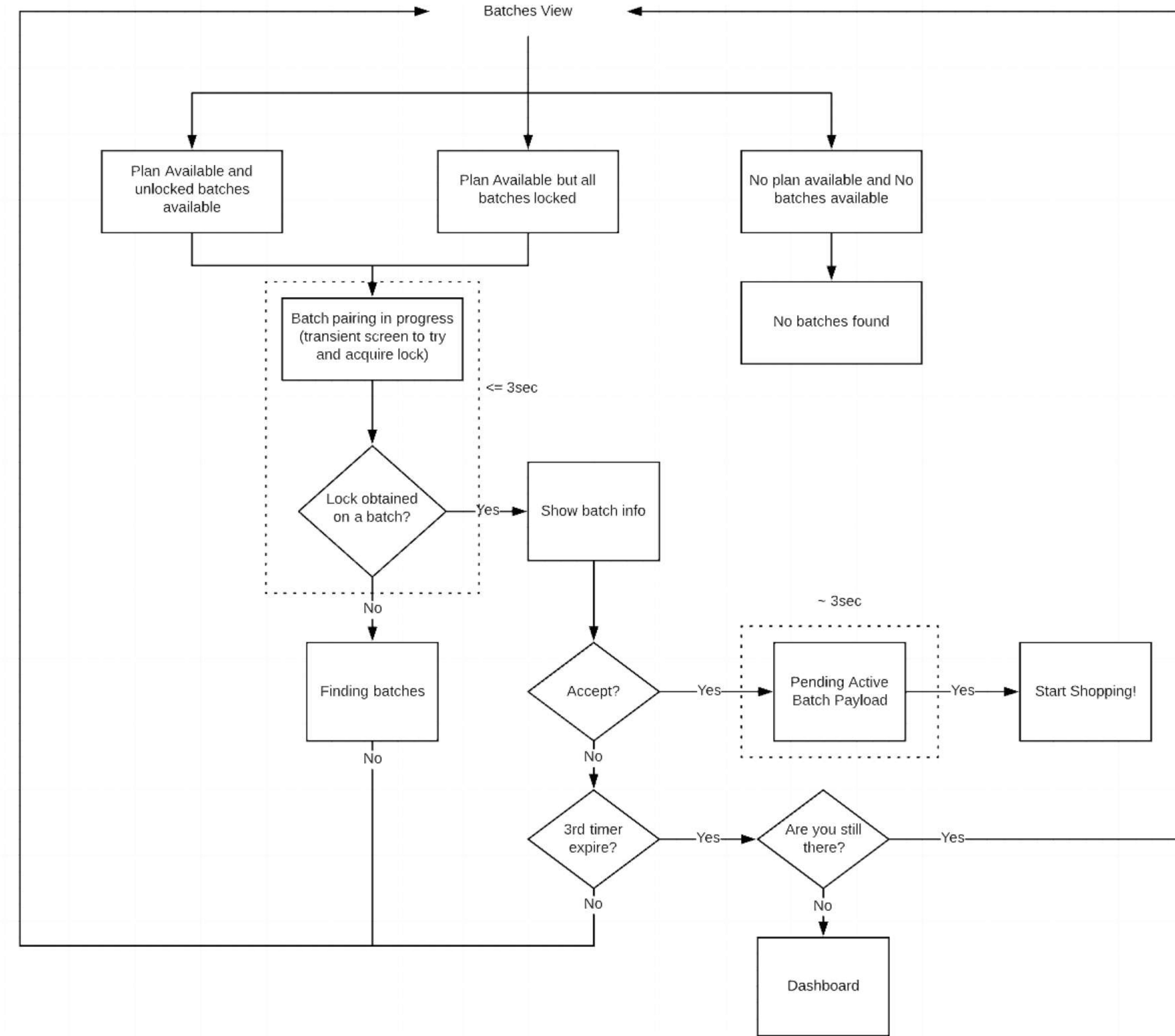


WORK / INSTACART

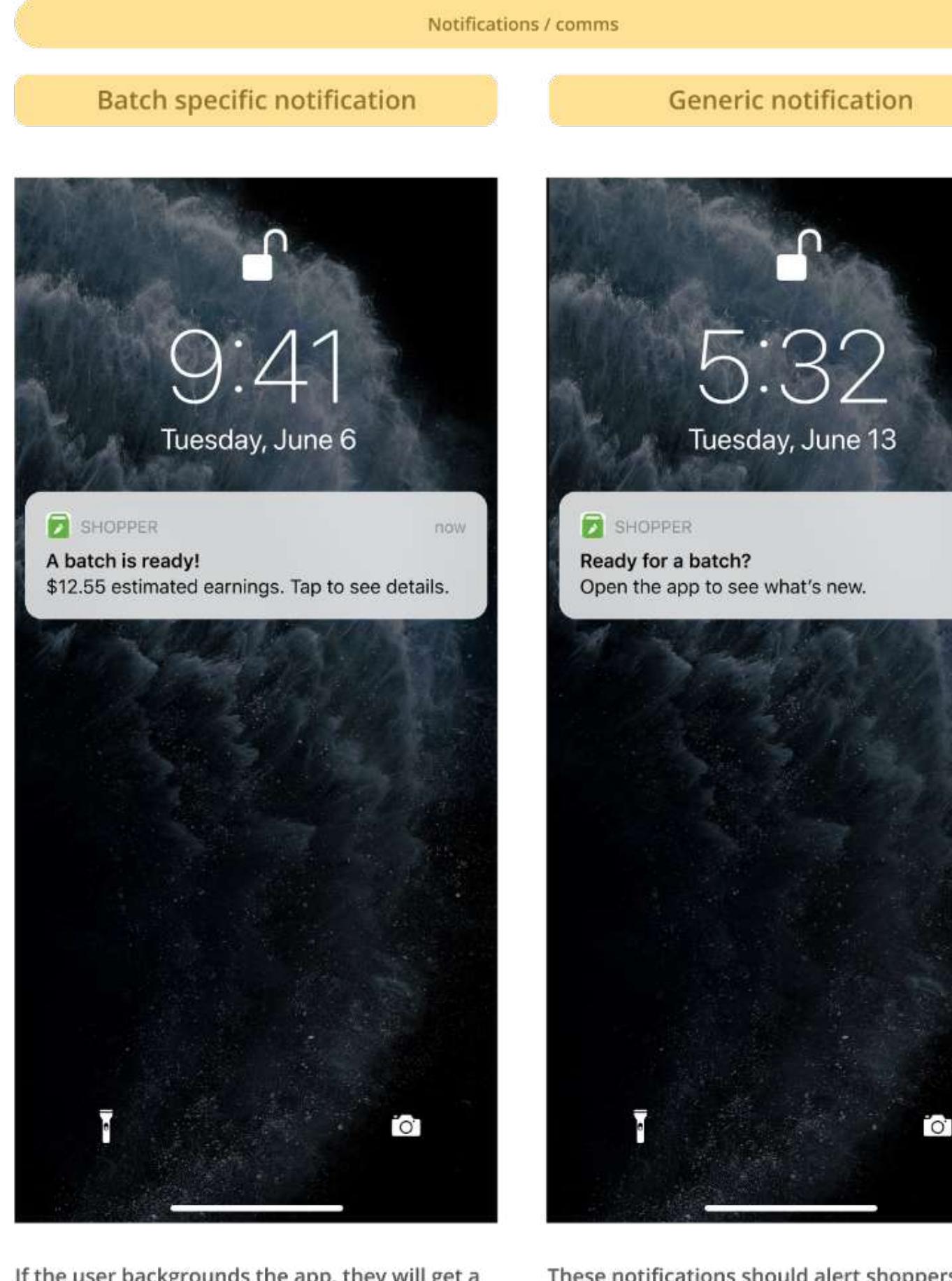
Dashboard View



WORK / INSTACART

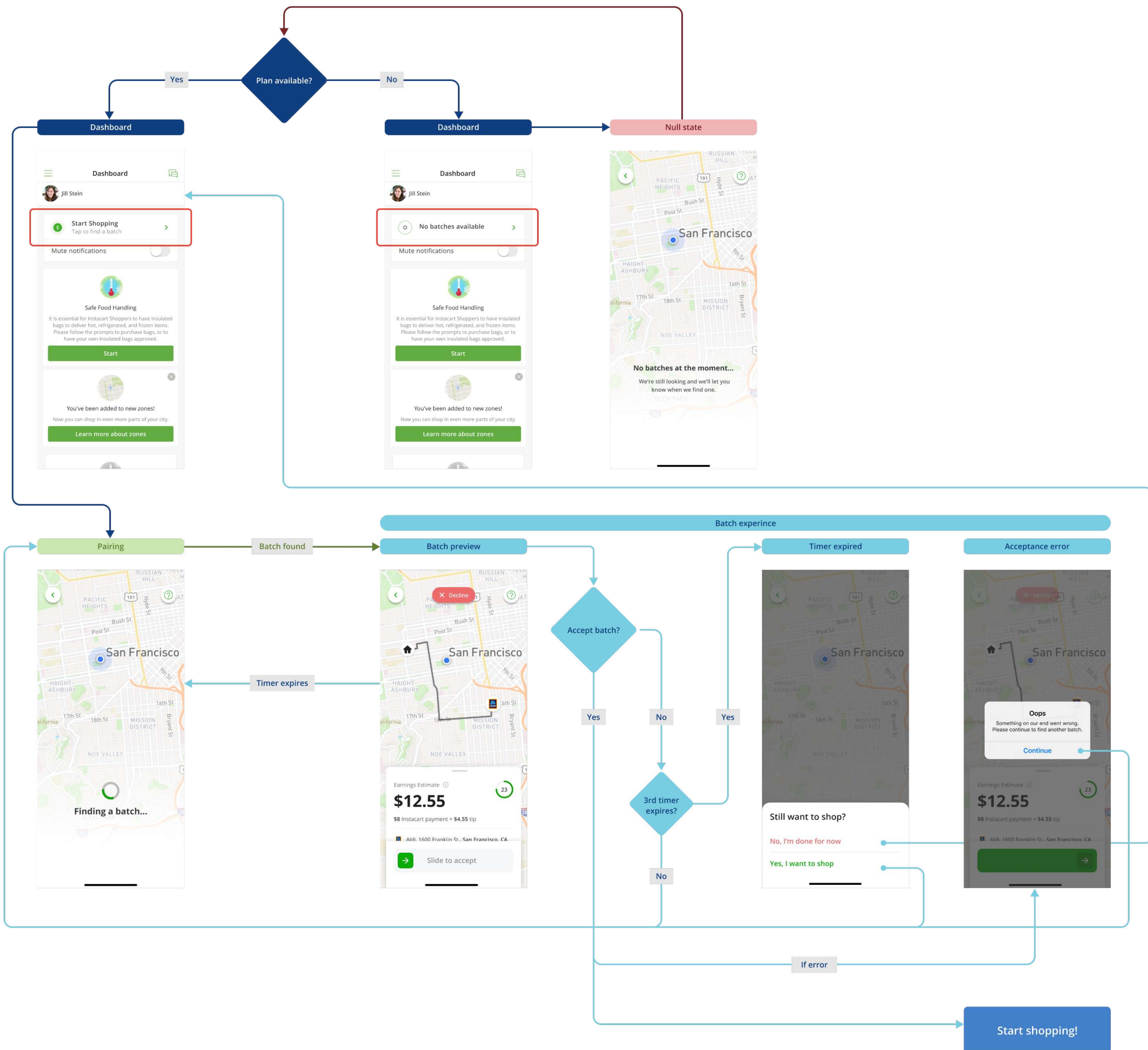


WORK / INSTACART



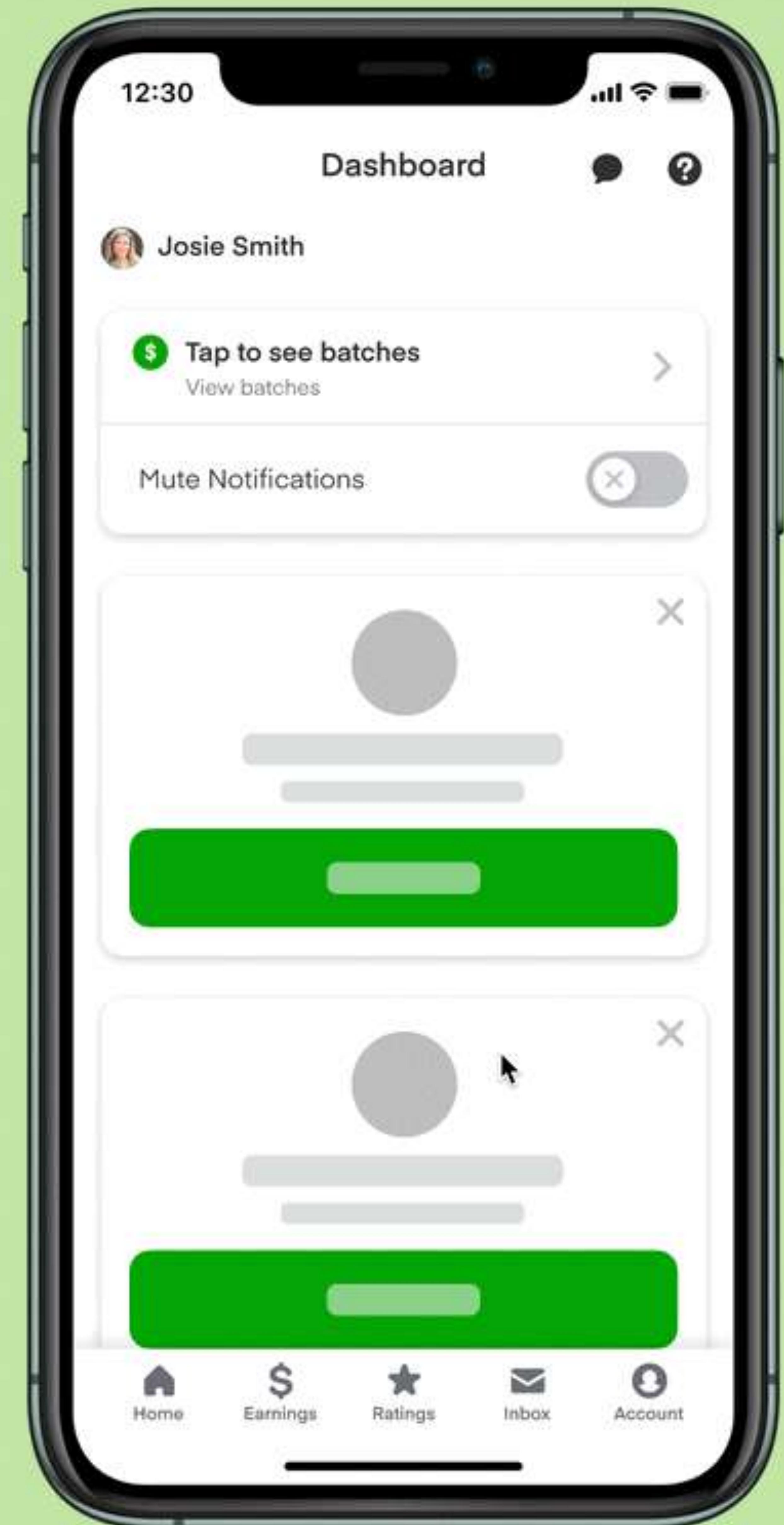
If the user backgrounds the app, they will get a notification when a batch is locked for them.

These notifications should alert shoppers who aren't actively seeking work. Shoppers should only receive a generic notification if they haven't received any notification in the past 30 minutes.



Outcome

- 5% ↓ Contact rate
- 43% ↓ Error rate
- Lates stayed even
- Users missed lack of 'choice'



Final prototype

Next Steps

How might we...

- Improve experience during oversupply
- Increase shoppers' chance of seeing a batch
- Ensure the "best" shopper gets the batch

Looking for Work 2021



Single batch evalution

Map-first experience

DLS

Global navigation

Go online

Store busyness

THANKS!

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