DYLAN CAÑETE

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ACADEMIC HISTORY

University of Michigan
MASTERS OF INFORMATION, SEPT2019 - APRIL 2021
UX Design and Research ▪ Human Computer Interaction

Indiana University
BACHELOR OF ARTS, SEPT 2011 - DEC 2014
Telecommunication ▪ Communication & Culture
Business Minor

TOOLS

Adobe Creative Suite ▪ Figma ▪ Canva
SQL ▪ HTML/CSS (in progress)
Hive ▪ Vertica ▪ JIRA
Microsoft Office ▪ Google Suite ▪ SmartSheets
Salesforce

SKILLS

Lean Production ▪ Contextual Inquiry ▪ User Interviews
Prototyping ▪ Wireframing ▪ Storyboarding ▪ Sketching
Client Consultation ▪ Presentation ▪ SOX Compliance
Training Creator & Proctor ▪ Workflow Process Creation
Guidebook Creation ▪ Marketing Material Creator
Agile Process ▪ Interdisciplinary Collaboration*

*Across Business Development, Sales, Account Management, Product Management, Research, Engineering, and User Experience Teams

PROJECT EXPERIENCE

Lansing City Website Redesign
▪ Consulted for Lansing City Communications department
▪ Created and conducted usability testing and surveys
▪ Drafted mockups from test results for client feedback
▪ Presented high-fidelity prototype at Lansing City Hall Expo ▪ Updated search tool, information layout, site navigation
▪ Created Sustainability Report providing project budget, roadmap details and measurability

Transfer Bridges Website Redesign
▪ Consulted for University of Michigan College of LSA and Henry Ford College Transfers Bridges Program
▪ Created and conducted contextual inquiry, usability testing and surveys
▪ Presented mockup based on test results to stakeholders
▪ Created Sustainability Report providing execution details, survey findings, annotated interview notes and recommendations

CenterCycle Source
▪ Created high-fidelity prototype for a website increasing accesibility to recycling education and local recycling services
▪ Created and conducted contextual inquiry, usability testing and surveys
▪ Drafted storyboard and wireframes to test out various user experiences
▪ Generated potential user personas to identify target user demographic

WORK EXPERIENCE

Criteo (formerly HookLogic)
MANAGER, PUBLISHER BUSINESS DEVELOPMENT
Sept 2017 - Aug 2019 ▪ New York, NY ▪ Boston, MA

▪ With user feedback, built automated tools with Senior Product Management team on the Private Market platform reducing operational workload while expanding usability, directly yielding revenue growth of **450%** year over year

▪ Consulted for retailers on media buying strategies through the Private Market platform growing its share of company revenue from **3% to 11%**

▪ Managed and trained team and clients globally to sell and operate the Private Market platform

ASSOCIATE, PUBLISHER BUSINESS DEVELOPMENT
May 2016 - Sept 2017 ▪ New York, NY ▪ Boston, MA

▪ Expanded and managed the Private Market platform globally allowing retailers to use brand budgets onsite to boost product listings within their search, browse, and product detail pages

▪ Addressed user feedback in collaboration with Senior Product Management, leading to **20** platform feature additions, resulting in Private Market users becoming heaviest platform users in the network, yielding over **200%** revenue growth

▪ Worked with Research & Development to automate account management report, eliminating **4 hours** of weekly manual effort

TECHNICAL ACCOUNT COORDINATOR
Jan 2015 - May 2016 ▪ New York, NY ▪ London, United Kingdom
▪ Triaged and resolved issues on proprietary platform with engineering team

▪ Established and executed workflow process, training program and materials for new hires during international expansion to mitigate geographical and headcount limitations

▪ Led the collaboration between Analytics, UK Sales and UK Account Management to establish formal workflow processes immediately reducing Analytics UK workload by **25%**

HONORS

Design
Lake Eerie Water Safety Design Challenge Winner

Academic
Hudson & Holland Scholar

Philanthropy
Boys & Girls Club Volunteer of the Year (Lincoln Street Chapter)
Hudson & Holland Community Improvement Grant Awardee