

Benal Johnson | RESUME

benaljohnson.com
benal.e.johnson@gmail.com

EDUCATION

UC Berkeley
Master of Design
Summa Cum Laude

Carnegie Mellon University
BDes in Industrial Design
Honors with Distinction

AWARDS

Best Thesis Award
Poetic Technologies - UC Berkeley

Distinguished Scholar Award
UC Berkeley

Grand Prize Winner
Haas Innovation Challenge
IDEO, Silicon Valley Bank

SKILLS

Autodesk Fusion 360
Rhino
Keyshot
UX Research
Adobe Creative Suite
Laser Cutting
3D Printing
Figma

EXPERIENCE

Senior Designer / TELLART
MAY 2023 - PRESENT | AMSTERDAM, NL
Leading experience design across multiple international projects to create immersive experiences at the intersection of storytelling, design, and technology. Projects include Netherlands Pavilion at Expo Osaka 2025 and Dinner in 2050 for international climate conference COP28.

Design Intern / INDUSTRIAL CRAFT
FEB 2023 - MAY 2023 | SAN FRANCISCO, CA
Designing alongside Industrial Craft's founder and principal designer to create innovative and research-driven physical products for the connected world.

Senior UX Design Contractor / CAPITAL ONE
SEPT 2021 - NOV 2022 | REMOTE
Led user research and design strategy on a cross-functional team to define the post-MVP Smart Pay experience. Insights I collected across several rounds of research led to the development of a multi tier offering in our Smart Pay product. Providing mentorship to product managers on best practices for UX research, leading to better team alignment on the end-to-end user experience.

Senior Experience Designer / CAPITAL ONE
JUL 2019 - JUN 2021 | MCLEAN, VA
Led strategy, design, and research initiatives into a full redesign of the Electronic Accounts Payable registration experience, leading to a 150% lift in user opt in. Defined key design and research strategy alongside a cross-functional team for Capital One's brand new Smart Pay product.

COMMUNITY

Graduate Instructor / UC BERKELEY
JUN 2022 - DEC 2022 | BERKELEY, CA
Instructed undergraduate and graduate students on visual communication and storytelling methods to express their ideas. Instructed undergraduate students on the fundamentals of prototyping and fabrication, from low-fidelity concepting with cardboard and foam core to high-fidelity products using 3D printing and laser cutting.

Cohort Lead / UC BERKELEY MASTER OF DESIGN STUDENT ASSOCIATION
JAN 2022 - DEC 2022
Elected as Cohort Lead by fellow students to advocate for the needs of our graduate student class. Managed a team of officers to serve and understand needs of MDes students. Collaborating with faculty members to make curriculum improvements that greatly improve students' learning outcomes and quality of life.

Fabrication Lab Assistant / CITRIS INVENTION LAB
JAN 2022 - DEC 2022
Assistant managed the CITRIS Invention Lab, which provides fabrication and teaching support for students, faculty, and entrepreneurs at UC Berkeley. Maintaining a variety of Ultimaker FDM printers, FormLabs SLA printers, and Trotec laser cutters to ensure they run smoothly and safely for all users.