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# BEN WORLEY

Product Designer | User Experience Designer

843-300-8645

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[benworley.me](http://benworley.me)

## Overview

A craftsman, tinkerer, continuous learner through obsessive curiosity, with thirteen years of industry experience as a Designer and Front-End developer.

## Experience

### **Lead Sr. Product Designer (Rhinogram) – 07/2017 - current**

- Lead all UX and UI design activities for the Product and Engineering team. Some of those activities include: gathering/presenting qualitative data, customer interviews, creating/presenting User Journey Maps & Flows, whiteboard ideation and creating and presenting interactive prototypes to executive and PM team.
- Collaborate with Product Managers and CPO to help create Epics and Stories based on company strategies/goals and customer needs.
- Worked cross-functionally with Sales, Marketing and Customer Success to help serve the business and market needs, while gathering user insights to help drive empathy based decision in the application.
- Created and maintained the Design System Language for the Product and Engineering team using InVision's DSM and Sketch app.
- Created sketches, wireframes and hi-fidelity screens to create interactive prototypes via InVision. These prototypes were used to help drive product and user-centered decisions for the Product and Engineering teams.

### **Head of Creative & Lead UX/UI Designer (Blue Acorn) – 04/2015 - 06/2017**

- Lead Sr. UX/UI Designer on project teams for New Implementations, Optimization and Value Creation.
  - Develop UX strategies for the client's eCommerce business and user needs.
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- Help manage internal/external project expectations and provide guidance, subject matter expertise and oversight for UX/UI.
  - Help create and present Proto-Personas, Wireframes, User Journey Maps, UX Blueprint, Lo-Fi & Hi-Fi designs and Prototype, using tools such as Sketch App and InVision.
  - Conducted or help conduct User Testing setup, analyzing of data and strategy based on findings & insights.
  - Co-facilitate and facilitate two to three day client onsite UX Design Workshops, while utilizing Design Thinking methodologies and Lean UX principles.
  - Mentor & train Jr. UI Designers and other members of the organization.
  - Help create or improve processes for the department and for client success.
  - Experiment and innovate for ways to improve client, team and company success.

*Client base - purely focused on eCommerce, with client such as Le Creuset, Everlast, Seaworld, Ticketmaster, Kansas City Steaks, Gildan, etc.*

**Sr. Interactive Designer & Developer (Blackbaud Inc.) – 05/2007 - 04/2015**

- Develop online visual design strategy for both Enterprise and General Market customers.
- Designed sites that represent the customer's brand and marketing initiatives.
- Took design concepts and translated them into websites that are scalable and responsive.
- Helped improve and/or create the UI & UX for Enterprise customer's responsive website(s).
- Managed multiple projects and ensured a successful delivery.

*Client base - Health Care, Foundations, Higher-Ed and Faith based organizations*

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### **Independent Contractor (One Design) – 05/2004 - 04/2009**

- Web and Graphic Designer
- Flash Developer and Designer
- Developed and maintained websites
- Project Management
- SEO, Google Analytics, Ad-Words & Ad-Sense

*Clientele base - Real Estate and Health Care for greater Indianapolis*

### **Designer & Developer (The Creative Group) – 05/2006 - 04/2007**

- Contract Work as a Web/Graphic/Flash Designer/Developer
- Created and Updated HTML/CSS web pages

*Client base - Jif, Smuckers, Cleveland Clinic, Northern Ohio Live & SCK Design*

## **Education**

### **Indiana University: Indianapolis, IN campus**

School of Informatics (BSA)

Major: New Media programs with a concentration in "Integrated Media"

*(over two years ~ 8 semesters completed)*

### **Ball State University: Muncie, IN**

College of Architecture and Planning (BA)

Major: Architecture

*(two years completed)*

## **Skills & Tools**

- **Design:** Illustrator, Lucid Chart, Photoshop, Sketch, Studio (InVision)
  - **Animation:** InVision and Principle
  - **Code:** CSS/LESS/SASS, HTML 5, Javascript, jQuery, Visual Studio Code
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