
Ben Worley

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Overview

I am an experienced UI/UX designer, Front-End developer, web consultant and trainer. I have worked in the online industry for thirteen years specializing in crafting custom web solutions. Working in an agile, creative and collaborative team environment is where I thrive. Everyday I strive to leave things better than I left them, and need to be part of a company that embraces change, is not afraid of the unknown, and can make bold decisions for the greater good of a client, team, company or the like.

SKILLS

Excellent graphical, analytical and logical ability; ability to work in a fast paced environment and handle strict deadlines; quick learner with desire constantly updating the current set of skills.

UI & UX Design

Human Centered Design, Mobile First, Design Thinking, Lean UX, Design Workshops, Wireframes, Prototypes, User Research & Testing, Personas, User Journey Maps, Competitive Analysis, Sketch App, Photoshop, Illustrator, InVision, Principle Animation App, Balsamiq, Atomic Design & MindNode.

Front-End Development

HTML 5, JavaScript, jQuery, XML, CSS3, LESS, SASS, GitHub, Zurb's Foundation 6, Bourbon.io, Bootstrap 3, Coda, WordPress, Mobile First development, HTML/CSS Email development

EXPERIENCE

Lead Sr. UI/UX Designer, Blue Acorn

04/2015 - 06/2017

- Lead UX/UI Designer on project teams for New Implementations and Optimization.
- Develop UX strategies for the client's eCommerce business and user needs.
- Help manage internal/external project expectations and provide guidance, subject matter expertise and oversight for UX/UI.
- Create/Present Wireframes, User Journey Maps, Persona UX Blueprint, Lo-Fi & Hi-Fi designs and Prototype, using tools such as Sketch App and InVision.
- User Testing setup, analysis, and strategy based on findings & insights.
- Facilitating or co-facilitate 2-3 day client onsite UX Design Workshop, while utilizing Design Thinking and Lean UX process & methodologies.
- 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 eCommerce focused, with client such as Le Creuset, Everlast, Seaworld, Ticketmaster, Kansas City Steaks, Gildan, Logo Sportswear, etc.

Sr. Interactive Designer/Developer, Blackbaud Inc. (Charleston HQ)

05/2007 - 04/2015

- Help lead client facing discovery and strategy sessions based on business needs, user needs and scope of work deliverables identified during sales.
- Designed sites that represent the customer's brand and marketing initiatives.
- Took design concepts and translated them into websites that are scalable and responsive, using HTML, CSS, and JavaScript.
- Helped create or improve the UI & UX for Enterprise customer's responsive website(s).
- Conducted remote and onsite design, development and CMS trainings for Enterprise customers.

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

Full-Time Independent Contractor

05/2004 - 04/2009

- Web and Graphic Design
- Used prospecting and cold calling to generate clientele
- Created custom logos
- Flash development and design
- Developed and maintained websites
- Project Management
- Print Marketing design
- SEO (Search Engine Optimization)
- Google Analytics, Adwords & Adsense

Clientele base – Real Estate and Healthcare for greater Indianapolis

Designer & Front-End Developer, The Creative Group

05/2006 - 04/2007

- Contract Work as a Web/Graphic/Flash Designer/Developer
- Created and Updated HTML/CSS web pages
- Created Flash animation
- Photo manipulation and retouching
- Designed Animated GIFs
- Created and maintained Ad Banners

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

Designer & Front-End Developer, Business Art & Design

12/2004 - 12/2005

- Created and produced custom signage
- Designed custom logos
- Develop print materials for Trade Shows and Main Ads
- Design custom websites for company and customers
- Client Relations
- Company Sales and Marketing
- Present design and business development ideas to current and potential customers.

Client base - Indianapolis Indians, Indianapolis International Airport, Indianapolis Colts, RCA Dome, Convention Center

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)