

Ben Worley

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Profile

I'm a craftsman, tinkerer, continuous learner through obsessive curiosity, with fifteen years of industry experience as a User Experience/User Interface Designer, nine years of Design Operations, and ten years of Front-End development.

Interests

I am passionate about using my gifts of creativity, leadership, and eagerness to tackle complex and challenging problems to help make a positive dent in the world. The vehicle I use to apply this is through design. I spend time designing for the holistic user experience, how cross-functional teams and departments solve problems, communicate and collaborate, and company and team level vision, strategy, and planning.

When I'm not focused on work, I enjoy spending time with my wife and two kids, reading, teaching myself new things, fishing, boating, CrossFit, and furniture design and building.

Experience

LEAD UX DESIGNER (DOXY.ME, INC.), 11/2020 - CURRENT

- Led all UX and UI activities as the dedicated UX Designer for two product (Clinic/Enterprise and Extensions Marketplace) teams and Application Platform team. I worked with a Product Manager and UX Researcher for each team to research, ideate, prototype, test, implement, and ship solutions across the product. Some activities include user journey maps, problem/value mapping and validation, user flows and diagram creation, moderated and unmoderated user testing, and interactive prototypes. I also helped with the handoff to developers by creating additional design specs and necessary User Stories in Jira.
- Planned, scheduled, and facilitated UX Discovery, Ideation, and Prioritization Workshops across five product teams. Depending on the project type and complexity, I helped to ensure post-workshop activities and action items (e.g. scoping, project refinement, prototypes, etc) were completed.
- Worked with the Director of UX to elevate the product UX Design team by improving design processes, the culture of evidence-based decision-making, design consistency and speed by implementing a Design Language. I also helped with the quality of UX projects going out and the growth of each Designer by performing UX QA for all design work and providing coaching for senior and junior Designers.

- Pitched, planned, created, rolled out, and managed a Design Language and Design System adopted by five Designers and six product development teams to improve processes, communication, UX/Dev efficiencies, and effectiveness, which created a consistent experience for users.
- Worked with the CPO and CEO on new business model strategies and unmet market opportunities to help the company differentiate itself from competitors while increasing user engagement and reducing churn.

LEAD SR. PRODUCT DESIGNER (RHINOGRAM), 07/2017 - 10/30/2020

- Led 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 the Executive and Product Management team.
- Continually collaborated with Product Managers and CPO to help create net-new and existing product feature Epics and Stories based on company strategies, goals and customer needs. The outcome of this collaboration resulted in releasing 19 net-net features and 41 existing feature enhancements for the product.
- 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 SR. UX DESIGNER (BLUE ACORN), 04/2015 - 06/2017

- Lead Sr. UX/UI Designer on project teams for New Implementations, Optimization and Value Creation. The majority of these projects were for the Magento Platform.
- Leveraged e-Commerce industry data and best practices via Baymard Institute (e-Comm certified 03-31-2019), Forrester, Nielsen Norman Group along with internal insights to help facilitate in various phases of projects.
- Help manage internal/external project expectations and provide guidance, subject matter expertise and oversight for UX/UI.
- Created and present Proto-Personas, Wireframes, User Journey Maps, UX Blueprint, Lo-Fi & Hi-Fi designs and Prototypes, using tools such as Sketch App and InVision.

- Helped setup and run test experiments using Optimizely, [UserTesting.com](#), and [UsabilityHub.com](#). I worked with project related team members to analyze data from the experiments to help create strategies 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 UX department. For example, I helped create and manage the Sketch Design System Library for Magento.

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

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.

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

Certifications

UX Master Certificate: Nielsen Norman Group (Sep. 2021)

UX Certificate: Nielsen Norman Group (Feb. 2021)

E-Commerce UX Professional: Baymard Institute (Mar. 2019)

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

Design: Adobe XD, Figma, Balsamiq, Illustrator, Lucid Chart, Photoshop, Sketch, and InVision

Design System: Zeroheight and Storybook

Animation: Adobe XD, InVision, and Principle

Code: CSS/LESS/SASS, HTML 5, Javascript, and jQuery