

Ben Bartlett

Product Designer

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226-980-8072

Education

School of Visual Arts

MFA Products of Design

New York, NY. Expected 2019

- Interdisciplinary program that blends design strategy and leadership with physical making.
- Use systems thinking and extensive interdisciplinary group work to move between the conceptual and the tactile.

Western University, Huron College

BA, English Language and Lit. Major

French Studies Minor

London, Canada. 2012-2016

- Published research “Ways of Reading Seventeenth-Century Poetry” in Western University Libraries’ “Scholarship@ Western Journal”.

Canadian Securities Institute

Canadian Securities Certificate (CSC)

London, Canada. 2015

- Licensed to perform securities, mutual fund and alternative funds transactions.

Projects at the School of Visual Arts

Tongue Team Lead

- Tongue is a bicycle saddle made from uni-directional carbon with a deployable fender that prevents rear-wheel bike spray from soaking the backs of its riders.

After Technical Lead

- After is a post-disaster training program that combines benefits of kinesthetic learning and the popularity of AR games to prepare highschool residents of Red Hook for the few days after a flood when they must seek resources and navigate the transformed landscape.

Experience

User Experience Intern at Chicory

New York, NY. June-Aug 2018

- Cleaned and prepared customer purchase data for analysis.
- Analyzed data and drew customer insights.
- Presented findings in meetings with founders and sales team.
- Built a strategy document advocating for business decisions from my insights.
- Participated in “Widget Redesign” meetings to refine Product Requirements Document.

Package Designer at Little Spoon

Remote. Oct-Dec 2018

- Re-framed brand strategy as their target demographic grew to encompass 3-5 year-olds.
- Researched, ideated and proposed a package design strategy for their aging user.

Design Intern at Barwell Food Sales

London, Canada. March-June 2016

- Consulted in a team with suppliers at food manufacturing plants to evaluate frozen food packaging and shipment strategy.
- In a team identified that leafed-spinach packaging was being used for the chopped-spinach packaging, resulting in dead air and a reduced number of packs per shipping crate.
- Reduced cost of shipping chopped spinach by redesigning its packaging.

Skills

Collaboration

Agile, Ethnography, Systems Thinking, Ideation, Co-Creation, User Interviews.

UX/UI

Wireframes, Task Flows, Usability Testing, Digital Maps, Information Architecture.

Prototyping

Rapid, Circuit, Digital Fabrication.

Storytelling

Brand, Video, Product.