

Ben Bartlett

UX Designer

benbartlett.net

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226-980-8072

Education

School of Visual Arts

MFA Products of Design

New York, NY. 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

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

- Formely licensed to perform security, mutual fund and alternative fund transactions.

Skills

Collaboration

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

UX/UI

Wireframing, Task Flows, Interaction Design, Information Architecture, Usability Testing.

Prototyping

Rapid, Circuit, Digital Fabrication.

Storytelling

Brand, Video, Product.

Experience

User Experience Designer at Chicory

New York, NY. June-Aug 2018

- Cleaned and analyzed customer purchase data.
- Drew insights from the data and presented data-driven insights to founders, sales team, and marketing team.
- Built a usability document enabling further analysis of the data set.
- Consulted with founders and UX designer on user research methods to employ to redesign Chicory’s widget.

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.

Tools

Collaboration

Zeplin, Google Analytics, Hubspot.

UX/UI

Sketch, Figma, XD.

Prototyping

Paper, Principle, Invision, Mapbox, Unity.

Storytelling

Illustrator, InDesign, Photoshop, Procreate, Premiere Pro.