

Ben Prudden

Product design & strategy

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EXPERIENCE

Product Designer

White October, Jan 2018 - Apr 2019

As part of the digital product consultancy, my work spanned the end-to-end product lifecycle for clients including RM Results, Unison, and McLaren:

Shaping strategy

I led UX/UI direction, standards, and presentation for multiple digital products; facilitated design sprints with senior stakeholders; and collaborated with senior designers and developers to validate user needs for solutions in new markets.

Launching products

I worked with Unison to create a human-centred and outcome driven experience for new member registrations; designed and user-tested a native android app for CABI to improve the crop yields of farmers in Africa; and led the redesign of Oxford Said Business School to better align their digital offer to match with brand expectations.

Developing people and process

I mentored and line-managed a junior designer; leveraged my skills in animation and video to create award-winning client videos; and supported the wider company through regular sharing sessions, retrospectives, and the now *infamous* Willy Wonka away-day.

Product Designer

Oxford Computer Consultants, 2016 - 2017

I was responsible for redesigning OCC's core finance product, and launching their new social enterprise venture Ami. I established component design systems, working closely with development teams to improve collaboration, quality and consistency.

UX Designer

Oxford Computer Consultants, 2015 - 2016

I worked directly with consultancy clients including QuintilesIMS, Sport England, and NHS England to conceptualise, research, and design their digital experiences. We worked in agile sprints to tackle complex problems and meet user needs.

Freelance Designer

2014 - 2017

Delivering illustration, animation, branding, and design for notable clients, including: Oxford Brookes University, GoldenZone Ltd, TWI Global & Granta, and Fruto Studio.

EXPERTISE

User experience, user research, journey mapping, wireframing, prototyping, usability testing, interaction design, design systems, workshop facilitation, visual design, illustration, animation, video editing.

EDUCATION

BA 2:1 Illustration & Animation, Cambridge School of Art, 2011 - 2014

SPEAKING, EVENTS & AWARDS

2018 London Design Awards (gold)
2017 UX in the City (speaking)
2017 UX Oxford (speaking)
2014 Lille Fete de L'anim (screening)