

TECHNICAL EXPERTISE

• Figma • Sketch • Adobe XD • InVision/DSM • Zeplin • Adobe CS • HTML5/CSS3 • Jira • Rally

EXPERIENCE

Experience Designer (Remote Contract)

CVS Health, Woonsocket, RI (December 2022 - Present)

- Embedded designer on Loyalty & Subscription train and Member Engagement (web) SAFe agile scrum team
- Create low and high-fidelity mockups and working prototypes for CarePass member page experiences
- Collaborate and partner with a Content Strategist, A11Y, Engineering team and a Product Owner to create user-centered designs for CarePass member page
- Present designs internally, with other experience designers across trains, as well as with various stakeholders for alignment, obtain feedback and iterate on designs
- Write user stories in Rally, linking them to a feature
- Ideated and designed a solution for a secondary member experience on CarePass member page

UI Designer (Remote Contract)

CVS Health, Woonsocket, RI (July 2022 - December 2022)

- Created low and high-fidelity mockups and prototypes for the CarePass dashboard in native app (iOS & Android) using the CVS-branded app UI kit
- Worked closely with UX Designer, Content Strategist, A11Y Strategists and Engineering team to create user-centered designs for CarePass Dashboard

Product Designer (Remote Contract)

Microsoft (Rewards), Redmond, Washington (March 2022 - Present)

- Created visual design assets with customer appeal
- Proposed creative concepts for new features
- Collaborated with other designers, researchers, product managers, and developers from early product stages to implementation
- Designed and launched a landing page, hub and FRE which features prominent influencers and encourages new Bing users to sign up for Microsoft Rewards

UI/UX Web Designer (Remote Contract)

Monster (Monster Strategic Talent Solutions), Montreal, Canada (June 2021 - March 2022)

- Designed accessible and responsive career sites and landing pages for various clients with a focus on branding and customer-centric designs
- Met with clients to understand their wants and needs during discovery phase of project
- Presented design mockups to clients and gathered their feedback
- Collaborated with developers on design/functionality and design hand-off
- Conducted cross-browser screenshot QA tests
- Ensured project timelines stayed on track and on budget by collaborating with project managers
- Met deadlines while working on multiple projects simultaneously

Ben Winters

Southern NH/Greater Boston Area

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UI/UX Designer (Contract)

Eaton Vance, Boston, MA (May 2019 - May 2021)

- Raised the bar on the UI of internal app, focusing on user-centric designs
- Oversaw all creative for scrum team, acting as Art/Creative Director
- Improved UX for filter management system, making it easier for users to filter data
- Conducted user tests and iterated on designs which, in turn, helped solidify a better user experience
- Evangelized brand style guide and design system which helped create consistency and streamline workflow
- Redesigned UI including header, navigation, buttons, input boxes, modals, filter panel and cards
- Ensured the final coded product was as pixel-perfect as possible to the design mockups

UI Designer (Contract)

Onapsis, Boston, MA (January 2019 - April 2019)

- Redesigned current platform UI, using established redesigned templates as a reference, at 2 different breakpoints
- Collaborated with engineering team to ensure naming convention of UI components were coherent

UI/UX Designer (Contract)

TripAdvisor (Cruises, Flights & Rental Cars), Boston & Needham, MA (March 2018 - January 2019)

- Created user-centric designs by considering analytics, customer feedback and usability findings
- Created sketches, wireframes, mockups and prototypes
- Collaborated with product management, brand, designers, copywriters, and engineers—advocating for the best design in the interest of the customer
- Improved SeatGuru Seat Map UX
- Redesigned universal fare cards and review cards on TripAdvisor flights lander which generated \$500k more than control
- Helped launch rental cars on TripAdvisor by creating interactive Geo Lander and design audit of existing booking flow
- Established and maintained style guides/design systems for CruiseCritic.com and SeatGuru.com

Digital Designer (Freelance)

Spartan Race, Boston, MA (December 2016 - April 2017)

- Designed responsive email campaigns, banner ads and landing page graphics
- Raised the bar on look and feel of emails by re-designing email templates and visually appealing graphics
- Participated in daily scrum and creative review meetings

Web Designer (Part-time, Freelance)

Potpourri Group, North Billerica, MA (July 2016 - December 2016)

- Designed email campaigns and banner ads for 15 unique brands
- Ensured creative was on-brand, by following brand standards and guidelines

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Interactive Designer

Endurance International Group, Burlington, MA (June 2015 - March 2016)

- Designed responsive landing pages and email campaigns for iPage, HostGator and FatCow
- Created wireframes, mockups and prototypes
- Participated in project briefing and brainstorming
- Established email templates for iPage and HostGator which helped streamline processes and efficiency
- Successfully launched and rolled out new assets for Impress.ly campaign
- Troubleshooted code for Campaigns team
- Ensured thorough QA of work
- Adhered to brand standards and guidelines
- Researched email best practices and trends and shared with team
- Recommended new creative and trends to Campaigns team which helped increase open rates and sales
- Spearheaded Friday happy hour which helped establish camaraderie among Studio team

Interactive Designer (Freelance)

Timberland, Stratham, NH (November 2014 - March 2015)

- Designed email campaigns, weekly website refreshes and affiliate banner ads

Interactive Designer

Eastern Mountain Sports, Peterborough, NH (October 2012 - November 2014)

- Designed promotional/non-promotional campaign assets for weekly website refreshes that drove conversion
- Motivated consumers to click-through and purchase by using captivating graphics, clean typography and design throughout website and emails
- Provided direction for photo shoots
- Redesigned email templates to be cleaner and more visually-appealing
- Ensured alignment of web creative to be consistent with creative of retail signage and mailers
- Attended weekly analytics meetings to dissect data and make improvements where necessary
- Analyzed various competitors websites and emails

Web/Graphic Designer

Brookstone, Merrimack, NH (December 2003 - March 2005, Freelance) (April 2005 - October 2012, Full-Time)

- Designed various website assets that enhanced and optimized the customer's shopping experience
- Designed direct marketing email campaigns that increased yearly revenue by over 30%
- Grew sales from emails during critical holiday period 170% year-over-year
- Designed effective affiliate banner ads
- Maintained consistent graphic standards and guidelines
- Collaborated with others to ensure consistency across all channels
- Studied and analyzed email campaign data results to further improve sales generated from emails
- Monitored and evaluated competitors websites and emails, daily
- Produced creative for catalog, retail packaging and various in-store graphics
- Ensured quality-assurance on email campaigns

EDUCATION

General Assembly, Boston, MA

HTML, CSS & Web Design, April 2018

UX Design, August 2016

Marist College, Poughkeepsie, NY

Bachelor of Arts, Communications, 1999