

Ben Mackie

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Experience

Senior UX Designer

Fidelity Investments / May 2020 - Present

- Interaction and Visual Design Lead for three products
- Work with UX developer to produce pixel-perfect code-based resources
- Facilitate product demonstrations for product teams and engineering teams
- Collaborate with other UX squads across 6 different workstreams
- Create usability studies and present findings to stakeholders

Senior Product & UX Designer

PlayMaker Health CRM / October 2018 - April 2020

- Served as the UX Research and Design Lead for all products
- Interaction and visual design for mobile and desktop platforms
- Report directly to VP of Product and contribute to product roadmap
- Frame the vision and voice for new product initiatives to stakeholders
- Facilitate sprint planning and backlog refinement for engineering team

Senior Interaction Designer

Valassis Digital (Formerly MaxPoint) / May 2015 - October 2018

- Served as the Interaction Design Lead for two products
- Conducted user interviews to begin ideating and designing the interactions for numerous workflows
- Designed wireframes and micro-interactions for hundreds of pages
- Attended most user testing sessions and ingested findings used to iterate designs
- Communicated product vision to C-level executives, Product Management, Engineering, Business Analytics, Data Science and Sales

Lead UX/UI Designer

FoodLogiQ / April 2014 - May 2015

- Framed existing SAAS applications into a homogenous suite for the food industry
- Custom software solution consultant for two of the food industry's elite
- Worked with CEO and President weekly to continue execution of a singular core application model

Skills

Figma
Sketch
Balsamiq
Axure
Marvel
Invision
Adobe Creative Suite
SAAS Design
Responsive Design
Material Design
iOS Design
User Research
User Testing
Agile
Scrum Certified
Product Management
Gherkin Syntax
Bootstrap
HTML
CSS
SCSS
JavaScript
jQuery
e-Commerce
Email Marketing

UX/UI Designer

Insight (Formerly Cardinal Solutions Group) / July 2012 – April 2014

- Partnered with Fortune 100 companies to discuss their vision and ideas, and create compelling digital experiences
- Designed user experiences for web, mobile, portals, collaboration, and social computing solutions
- Communicated design direction and decisions to team members

Web & UX Designer

globalgolf.com / June 2010 – July 2012

- Created and executed weekly promotional campaigns for e-commerce websites contributing to over 30 million in annual revenue
- Participated in weekly strategy meetings with executive staff to determine future promotional campaigns and improved user experience

Senior Graphic Designer

MedThink Communications / June 2008 – June 2009

- Planned, analyzed, and created visual solutions for pharmaceutical companies and healthcare providers
- Responsible for entire facets of client's visual marketing, including project management and design consultation

Creative Services Manager

AroundCampus / April 2004 – June 2008

- Promoted to Manager after 3 years of working as Graphic Designer
- Accountable for the quality and content of advertisement placements for over 40,000 unique advertisers annually and maintained the website to serve as an interactive communication tool

Education

Appalachian State University / 1998 – 2003

- BS – Graphic Design
- BSBA – Computer Information Systems

North Carolina State University / 2009

- Webmaster Certification

Wake Technical Community College / 2013

- JavaScript/jQuery Certification