Ben Mackie

Experience

Director, UX Design

Fidelity Investments

May 2020 - Present

- Interaction and Visual Design leader for a multi-disciplined design team.
- Design and develop coded patterns and templates as part of a ecosystem that drives modularity, reuse and scale.
- Facilitate and guide demonstrations for clients, product owners and engineering teams.
- Collaborate with other UX teams across all business units to improve the firm's customer experience.
- Organize the UX team so that we share a common vision through clear communication channels, constant feedback and rigorous documentation.
- Contribute to the overall culture of the team.
- Implement a structured framework that encompasses research, design, testing, and iterative improvements that aligns with Product Owner's roadmap.

Senior Product & UX Designer

PlayMaker Health

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

May 2015 - October 2018

- Promoted in 2017 to serve as the Interaction Design Lead for two products.
- Conducted user interviews to begin ideating and designing the interactions for numerous workflows.
- Worked directly with research to create usability prototypes to generate feedback for iteration.
- 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

- Redesigned 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.

Contact

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Skills

Figma
Balsamiq
Axure
Adobe Creative Suite
Systems Design
Responsive Design
Android Design
iOS Design
User Research
Usability Testing
Agile
Scrum Certified
Product Management
HTML
CSS
SCSS
JavaScript
jQuery
e-Commerce
Email Marketing

Experience continued

UX/UI Designer

Insight Global

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.com

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 advertisers annually .
- Maintained content on the website to serve as an interactive communication tool.

Education

Bachelor's Degree in Graphic Design

Appalachian State University (2003)

Bachelor's Degree in Computer Information Systems

Appalachian State University (2003)

Webmaster Certification

North Carolina State University (2009)