
Bensonn Anspach

Associate UX Director

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SUMMARY

Bensonn has over a decade of experience working to communicate ideas and products to the world while spanning design, development and product manager roles. He has the unique ability to bridge business, design and technical requirements

Bensonn has led the conceptual and UX design for clients such as AOL, Carbon Black, Cushman & Wakefield, Hershey's Chocolate World, Hyundai Finance, NCTA, Penfolds and 1-800-PetMeds.

For the last year, Bensonn has worked cross-functionally as a Product Owner supporting the product development of the St. Luke's University Healthcare Network (SLUHN) mobile app. Identifying, prioritizing than following use cases through design, development, UAT and QA of the app.

EXPERIENCE

Associate UX Director - *DMI - Arlington, VA*

APRIL 2017 to CURRENT

- Functioning in Product Manager role to help oversee requirements definition, UX design, functional story writing, implementation and testing of the project vision
- Attending meetings with client to help facilitate and track requirements working closely with stakeholders and solutions architect
- Guiding UX design and crafted technical user stories and acceptance criteria
- Owning JIRA and managed daily standup sessions to clarify requirements for development team
- Facilitation of user testing to gain direction and validation of design concepts
- Working with other team members to provide guidance and conceptual vision to wireframe execution
- Guiding UX design on several app and website projects

Senior UX Designer - *Pappas_DMI - Arlington, VA*

DECEMBER 2013 - APRIL 2017

- Analysis of previous website designs to produce recommendations for effective rework
- Solicited mobile app and web project requirements
- Translated requirements to process flowcharts and wireframes to aid with team clarity, identify gaps in complex workflows and communicate product workflow to development teams
- Guided implementation of wireframe design through visual design and production execution

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- Concepted, designed and implemented a touch-table wine tasting experience for Penfolds
 - Moderated testing of AOL product concepts through in-person usability sessions
 - Participated in retail experience discovery & concepting sessions for Under Armour
 - Participated in warehouse operations workflow discovery and concepting for USPS

Creative Lead - *Mobile Insight - Coral Gables, FL (Remote)*

MAY 2011 - AUGUST 2013

- Analysis and redesign of legacy portal web app with a goal of IA/UI consistency and use on mobile devices
- Implemented of front end designs through creation of HTML/CSS templates utilized by developers for redesign effort
- Designed UX of new features to be implemented within Android, Blackberry, iOS, Android and WP8 mobile phones
- Attended project meetings with stakeholders to determine and evaluate requirements, then present wireframed design concepts
- Collaborated with stakeholders to rapidly understand business processes necessary to design & prototype new functionality
- Analyzed IA to develop standards used as basis for an iterative UX redesign while evolving front end from Flash to HTML/CSS
- Conducted meeting with offshore development teams to clarify and direct front end development

Creative Lead - *Smarthinking - Washington, DC*

AUGUST 2009 - MARCH 2011

- Collaborated with stakeholders to better understand business processes and gather requirements necessary to improve workflows
- Redesigned flagship web app developing UX/IA wireframes with a focus on usability, consistency and Section 508 compliance
- Utilized discount usability testing methodology to evaluate usability of legacy web app and redesign prototype
- Participated in creative agency vetting process for company rebranding and marketing website redesign effort
- Directed UX consultant to speed development of wireframes and ensure consistency while meeting aggressive timelines
- Met regularly with overseas development team to clarify requirements during sprint planning meetings
- Monitored daily agile stand-up meetings with in-house dev team to ensure quality of continuing development look & feel

Senior Graphic Designer - *Smarthinking - Washington, DC*

SEPTEMBER 2002 - AUGUST 2009

- Participated in creative agency vetting process for initial branding of sister company StraighterLine, an education startup
- Redesigned StraighterLine website with focus on SEO & B2C sales
- Oversaw of front-end development to ensure design was executed correctly and proper semantic HTML/CSS techniques were used to ensure the best experience for visually-impaired customers
- Developed admin tool utilizing Flex & ActionScript 3 + web services with goal of speeding import of user records into the app
- Redesigned process by which tutors processed student writing resulting in average time savings of 5 min per 30 min review
- Redesigned customer support tools that empowered the CS team more efficiently and independently support clients
- Worked within an Agile Scrum development environment serving as scrum master on an interim basis

Various Employment/Contracts, Design and Dev Contributor - Gaithersburg, MD

JANUARY 2000 - JUNE 2009

- Graphic design, website development, CMS configuration and database development
- Technical liaison, copy editor, digital photographer in multiple environments

EDUCATION

Montgomery College - Advertising Design - Rockville, MD

AUGUST 1996 - JULY 1998

CERTIFICATIONS

- Google Analytics Individual Qualification (GAIQ), Google, February 2019
- Certified Scrum Product Owner (CSPO), Scrum Alliance, January 2019
- Product Management, General Assembly, March 2015
- Gamification, Coursera, April 2014, License VMKVU3TAZJ
- Human-Computer Interaction, Coursera, Dec 2013
- Startup Engineering, Coursera, Sept 2013

TOOLS

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| ● Sketch | ● InVision | ● Zeplin |
| ● Maze | ● Balsamiq | ● Proto.io |
| ● Marvel/POP | ● Survey Monkey | ● Adobe Photoshop |
| ● JIRA | ● Confluence | ● GoReflect |
| ● Google Analytics | ● Google Firebase | ● Google Draw |
| ● Google Slides | ● Google Docs | ● Google Sheets |
| ● Adobe XD | ● Adobe InDesign | ● Adobe Illustrator |