Benjamin Eisman

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PROFESSIONAL PROFILE

I am a forward-thinking experience designer with a proven record of overseeing the creation of accessible design solutions and innovative patterns on behalf of robust enterprise-scale product portfolios. I promote innovative, user-centered processes throughout planning and development in order to achieve alignment and transform how brands relate to their core customers through meaningful engagements. I bring value to any project by quickly becoming a trusted team member, creating opportunities to contribute to and facilitating the development of those around me.

SKILLS

Discovery | Heuristic Evaluations, Competitive Analysis, Affinity Diagramming, Persona Creation, Design Audit, Journey Mapping

Design | Information Architecture, User Stories, Wireframing, Rapid Prototyping, User Testing, Design Auditing, Workflow Optimization, Systems Thinking, Presenting, Design Ops, Strategic Planning, Alignment, Stakeholder Engagement

Tools | Figma, FigJam, Sketch, Asana, Jira, Photoshop, Illustrator, After Effects

EXPERIENCE

EXPERIENCE DESIGNER │ Stellar Elements │ 2022 – 2024
Clients Included: Amazon AWS, Texas Capital Bank and Apple

- Drove UX design and strategic efforts for an AWS data transfer tool for shipment tracking. Liaised between engineering, product, and project management teams ensuring organizational alignment and an on-time launch.
- Partnered with engineering team to implement one-on-one design reviews and hold strategy sessions to proactively mitigate scope creep while testing new patterns that were contributed to the Cloudscape community library.
- Identified opportunities to improve the user experience in the AWS low/no-code app development service. Reimagined the service's user interface in response to customer comments and stakeholder feedback which resulted in a simplified visual design and adherence to the team's recently finalized design system.
- Redesigned the login experience for Texas Capital Bank and related services. Drove efforts to unify these disparate experiences across multiple product teams into a single simple pattern that builds user confidence and trust.
- Crafted their Figma component library to reduce clients' design efforts, removed redundancies and created a single source of truth resulting in an expedited work flow and review process across teams.

UI DESIGNER – DATA TRANSFORMATION SERVICES, AI PLATFORM │ Microsoft (Contract) │ 2021 – 2022

- Researched, designed and launched a new AI system inventory tool, enabling the real-time monitoring and auditing of AI systems and models organization-wide.
- Influenced the development of Microsoft's Responsible AI dashboard tool, collaborated across the Auto ML group to guide the usage of UX and UI design insights and improve AI compliance.

UX DESIGNER – CLOUD & AI IDENTITY │ Microsoft (Contract) │ 2020 – 2021

- Designed end-to-end experiences for Microsoft Entra ID's enhanced security. Collaborated directly with engineering and product owners to prioritize the end-user experience across initiatives
- Built prototypes used to collect user feedback and created visual assets used in product demos and marketing material prior to launch.
- Crafted Figma component library for developers, customers, and future designers to improve efficiency and ensure consistency within the product.

PRODUCT DESIGNER – MICROSOFT TEAMS │ Microsoft (Contract) │ 2018 – 2019

- Designed new features and integrated end-to-end experiences for first-/third-party customers. Later patterning with clients and cross-functional stakeholders, leveraging in-depth knowledge of the Microsoft Teams platform and design system, to guide the development and ensure functionality of accessible patterns.

VISUAL DESIGNER │ Various │ 2015 – 2018
Clients Included: City of Seattle, The EPA, Group Health Foundation, Port of Seattle, and Sound Transit.

- Crafted logos and branding packages, designed digital and print advertisement suites, also lead the design of multiple websites and online tools for clients in industries including travel gear, government orgs, and transportation.

EDUCATION

Associate of Applied Science, Graphic Design │ Seattle Central Creative Academy

Master of Arts, Museum Studies │ University of Washington

Bachelor of Arts, Classical Archaeology │ University of Michigan