Benjamin Decker
User Experience Designer

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Leveraging my background in journalism and UX to empathize & drive user-centric experiences.

Education

University of Michigan / B.S. Information - UX Design

2019 - 2023 | ANN ARBOR, MI

Skills

Design / User Research • Service Design • Wireframing • Prototyping • Data Analysis • Interaction Design • UI Design • Responsive Web Design • User Strategy • Information Architecture • User Testing

Team / Design Thinking Facilitator • Collaborator • Creative Confidence • Agile • Effective Communicator • Problem Solver • Punctual

Software / Figma • Adobe In-Design, Photoshop, Illustrator • HTML • CSS Frameworks • MURAL • Miro • Python 101

Work Experience

Retail Business Services / UX Designer & Strategist

JUNE 2023 - PRESENT | BOSTON, MA

Elevated the user experience of our Vendors Solution Portal, with a daily user base of hundreds, employing user interviews to pinpoint requirements & deliver impactful design recommendations

Lead designer of CTO's web application streamling project intakes, crafted with data-driven information architecture; resulted in a tenfold improvement of workplace organization

Influenced the UI and interaction design of supply chain inventory software by analyzing user behavior; crafted a repository of personas and journey maps to guidie future designs

The Smithsonian Institution / UX Consultant

SEPT 2022 - MAY 2023

Improved user satisfaction of interactive 3D tool by 34% with a revitalized user flow and design system, aimed to increase accessibility & user-centricity

Conducted 20+ usability tests to empathize with users, observe pain points, employ a rigorous analysis of data, & distill findings into key themes

Leveraged an iterative design process, weekly stakeholder meetings to facilitate the creation of fresh designs & timely completion of project milestones

University of Michigan Museum of Art / Web Designer

AUGUST 2021 - MAY 2023 | ANN ARBOR, MI

Collaborated with web developers to sculpt user experience of museum's dynamic website, enhancing information architecture & usability per launch

Pioneered development of user personas, serving as bedrock asset for subsequent designers on future edits to the needs of museum's diverse audience

Guided editorial process for articles vividly portraying exhibition narratives, conveying UMMA's brand identity & compelling visitors to interact online

SiriusXM Radio / User Experience Product Analyst

MAY 2022 - AUGUST 2022 | FARMINGTON HILLS, MI

Designed hi-fidelity prototypes of a streaming app tailored to user experiences in autonomous vehicles, paired with component library and design system

Observed user behavior, synthesized findings, & presented to leadership to shape 360L Pandora Radio listener experiences in mobile, app, & web platforms

Conducted landscape analysis & benchmarks of automotive audio streaming experiences to determine key UX requirements and prioritize design decisions