Benjamin Ellis

Asheville, NC | (423) 580-6703 | ben@610house.com
https://www.linkedin.com/in/thensomethingnew/
https://www.thensomethingnew.com PW: somethingnew

Empathetic UX manager with an additional career background in software and business development that specializes in leadership for complex technical product teams utilizing design systems while developing effective strategies across multiple disciplines for increased efficiencies and collaboration to design and develop innovative products.

SKILLS AND ACCOMPLISHMENTS

- **UX Management:** Coaching | Team Motivation/Advocacy | Career Development | Design Reviews | Recruiting
- **Design System Operations:** Figma Architecture | Process Development | Governance | Documentation
- **Product Management:** UX Strategy | Requirements Coordination | Agile | SAFe | Safety Critical Systems

- **UX Practice Development:** Coached Jr – Lead UX team members to grow their UX design skills with a focus on coordinating across multi-disciplinary teams in fast paced product design environments.
- **Design System Consulting:** Created a new consulting offering, solutioned projects, and ran successful engagements for 5 new client organizations. (Examples included further below in APPENDIX)
- **Figma Agency Partnership:** Co-developed a strategy alongside other agency leaders, based on my Design System Consulting engagements to become one of Figma's first agency partners

WORK EXPERIENCE

UX/UI Studio Manager | One North, Asheville, NC (remote)   09/2021 – Present

Grew and managed a team of 6 full time UX designers contributing to over 15 different client organizations as well as providing oversight and guidance to 3 large scale (15+ contributors) contracted staffing teams.

Developed a new business offering around Design System Consulting that utilized UX team members as well as other discipline contributors across visual design, content strategy, and front-end development to improve design system efficiency and utilization at 5 client organizations by establishing new processes and product strategy.

Creative Producer | Self Employed, Pensacola, FL   12/2018 – 09/2021

Took a sabbatical to further explore a love of photography resulting in the development of creative structured empathetic portraiture sessions that were used to develop a brand and identity for local companies, organizations, and non-profits.

UX Manager | Virgin Hyperloop One, Los Angeles, CA   09/2017 – 11/2018

Created a new UX design discipline within a fast-moving startup that utilized a mixture of existing team members, external consultants, and 3rd party agencies to develop a culture user centered design for the development of safety critical command and control systems.

Cultivated new partnerships with industry partners that resulted in the first public demonstration of the hyperloop system at CES, the world's largest technology trade show.

UX Product Lead | Jaguar Land Rover, Portland, OR   07/2015 – 09/2017

Lead the design and development of a new design system that user tested internationally with over 100 participants and released on JLR's flagship vehicle, the Defender.

Produced RFPs and partnership awards for 5 functional areas of a new in-vehicle infotainment system spanning operating system requirements, UX design, language translation, multimedia service SDKs, and design tools resulting in the successful deployment of the PIVI Pro Infotainment System.

UX Solutions Architect | The DiSTI Corporation, Orlando, FL   12/2014 – 12/2015

Traveled globally to train, guide, and develop new technical customer programs in automotive and aerospace UX applications for in-vehicle display systems specializing in safety critical systems utilizing DO-178 (Level A), 510(k), and ISO 26262 certification.

Account Executive | The DiSTI Corporation, Orlando, FL   01/2013 – 12/2014

Managed sales and business development for the automotive market as well as leading capture for two multi-million-dollar virtual maintenance training projects for the UH-72A and Stryker MTS programs.

Solutions Engineer | The DiSTI Corporation, Orlando, FL   06/2010 – 12/2013

Answered customer inquiries and developed code and integration samples for over 100 client projects to effectively utilize a design and coding platform across flight simulators, embedded safety critical display systems, and virtual training programs.

E D U C A T I O N

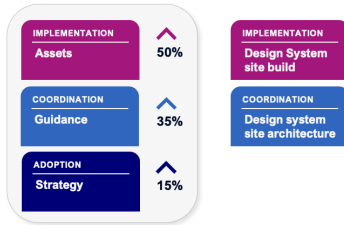BS Computer Science w/ Honors | University of Central Florida, Orlando, FL   2010

APPENDIX | Client Project Examples

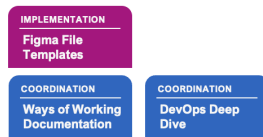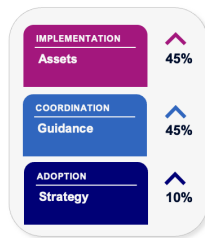## Nationwide Insurance   01/2022 – 07/2022

Lead a team to reimagine and redesign the Bolt design system documentation (bolt.nationwide.com) to enable Nationwide's in-house designers and developers to easily access the tools necessary to create a consistent user journey for Nationwide members now and into the future.

IMPLEMENTATION		IMPLEMENTATION
Assets	50%	Design System site build
COORDINATION		COORDINATION
Guidance	35%	Design system site architecture
ADOPTION		
Strategy	15%	

Farmers Insurance   06/2022 – 12/2022
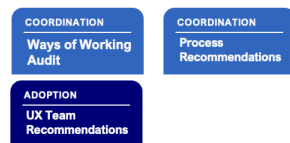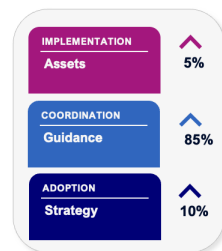
Developed a project to provide consultation services for increased adoption. Our team provided a two-track approach to improvements. The first track was tactical changes in Figma. The second was providing operational recommendations that spanned across design and development teams.

IMPLEMENTATION		IMPLEMENTATION	
Assets	45%	Figma File Templates	
COORDINATION		COORDINATION	COORDINATION
Guidance	45%	Ways of Working Documentation	DevOps Deep Dive
ADOPTION			
Strategy	10%		

Experian Health   02/2023 – 04/2023

Created a unique project team to assist Experian Health in creating new processes for a UX product design team. We facilitated an approach where we created a mock product design sprint with their practice leaders to help identify different design and development gateways along with a more defined process for capturing and ideating product requirements.

IMPLEMENTATION			
Assets	5%		
COORDINATION		COORDINATION	COORDINATION
Guidance	85%	Ways of Working Audit	Process Recommendations
ADOPTION		ADOPTION	
Strategy	10%	UX Team Recommendations	

Fannie Mae   12/2023 – 03/2024

Solutioned a team of Senior UX designers and Front-end Architects to audit their existing design and development systems, interview individual contributors across their organization, and develop a new coordinated roadmap for their Blueprint design system.

IMPLEMENTATION	
Assets	∧ 15%

COORDINATION	
Guidance	∧ 35%

ADOPTION	
Strategy	∧ 50%

IMPLEMENTATION
Design System & Library Audit

COORDINATION
Ways of Working Audit

ADOPTION
Design System Roadmap

United Airlines   06/2022 – Present
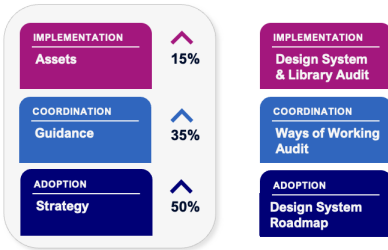
Started small with a targeted audit, redesign, and implement a new design system documentation and onboarding site for their ORION design system. Solutioned additional direct contracting support from my UX design team that started with one UX designer at a half time capacity and has sense grown to 5 members of my team ranging from Jr. – Lead level as well as advocating for similar embedded contributions across visual design, content strategy, and front-end development.

This specific client project will be featured in a talk at Figma Config in June 2024.

IMPLEMENTATION	
Assets	∧ 70%

COORDINATION	
Guidance	∧ 20%

ADOPTION	
Strategy	∧ 10%

IMPLEMENTATION	IMPLEMENTATION	IMPLEMENTATION	IMPLEMENTATION
Figma Component Updates	Figma File Template	Front-end Support	Product Team Support

COORDINATION	COORDINATION
Figma Variables Update	Design System Documentation

ADOPTION	ADOPTION
Design System Branding	Contribution & Governance