

Ben Mackie

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Experience

Senior Product & UX Designer

PlayMaker Health CRM / October 2018 - Present

- Serve as the UX Research and Design Lead for all products
- Interaction and visual design for mobile and desktop platforms
- Conduct user research, interviews and tests with users
- 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 (Formerly MaxPoint) / May 2015 - October 2018

- Served as the Interaction Design Lead for two products
- Conducted user interviews to begin ideating and designing the interactions for numerous workflows
- Designed wireframes and micro-interactions for hundreds of pages
- Composed interaction notes and user stories for a multitude of engineering teams
- Attended most user testing sessions and ingested findings used to iterate designs
- 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

- Framed 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

UX/UI Designer

Insight (Formerly Cardinal Solutions Group) / 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

Skills

Figma
Sketch
Balsamiq
Axure
Marvel
Invision
Adobe Creative Suite
SAAS Design
Responsive Design
Material Design
iOS Design
Agile
Scrum Certified
Product Management
Gherkin Syntax
Bootstrap
HTML
CSS
SCSS
JavaScript
jQuery
e-Commerce
Email Marketing

Web & UX Designer

globalgolf.com / April 2011 – July 2012

- Created and executed weekly promotional campaigns on three e-commerce websites contributing to over 30 million in annual revenue
- Responsible for weekly e-commerce newsletters to an audience of over 200,000, boasting open rates as high as 35%
- Participated in weekly strategy meetings with executive staff to determine future promotional campaigns and improved user experience

Principal/Designer

Ben Mackie Design, LLC / June 2009 – April 2011

- Worked with B2B clients to ensure their company and brand maintained an aesthetic level of professionalism, both in print and on the web
- Strategized with clients on overall marketing needs and provided full-scale design and visual solutions

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 / April 2004 – June 2008

- Promoted to Manager after 2 years of working as Graphic Designer
- Accountable for the quality and content of advertisement placements for over 40,000 unique advertisers annually
- Selected and managed a team of 25 graphic design interns
- Designed and maintained the website to serve as an interactive communication tool for over 40,000 advertisers, 700 sales representatives, and 60 full time staff

Education

Appalachian State University / 1998 – 2003

- BS – Graphic Design
- BSBA – Computer Information Systems

North Carolina State University / 2009

- Webmaster Certification

Wake Technical Community College / 2013

- JavaScript/jQuery Certification