



## **BENJAMIN TABB**

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### **EDUCATION:**

Oregon State University – Degree BFA, Fine Arts and Graphic Design, 1998-2001.

Parsons School of Design, New York City - Semester Foundation Year, 1996-1997

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**SKILLS: UX & UI design for game, brand & product experiences for desktop/native, iOS & android devices, fluent in both roles for:**

**User Experience Design:** *Research, competitive analysis, product tear downs, personas, user flows, experience maps, user journeys, on boarding, ideation charrettes, wire frames, Axure rapid prototyping, presentations to key stakeholders, production wire frames, design documentation, user testing.*

**User Interface Design:** *Brand development, front-end design, mock-ups, mobile first and responsive design, native design for iOS and Android, Material Design, CSS & HTML, deliverables for Unity Game Developers, immersive game & brand experiences.*

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### **DESIGN PROGRAMS:**

*Sketch, Axure, Photoshop, Illustrator, InDesign, Dreamweaver, Slack*

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### **WORK HISTORY:**

#### **Age of Learning | Senior UX/UI Design**

NOVEMBER 2014 - CURRENT

Senior UX/UI Designer for Age of Learning. Design products that deliver education content for parents, teachers & librarians globally.

- Scrum – Daily stand ups, grooming for product backlog, sprint planning, and UX/UI design for consumer-facing products.
- Wire frames, user-flows, diagrams, mock-ups and/or prototypes, both low and high fidelity.
- Design documentation — thorough annotation and documentation for waterfall work flows, as well as light documentation for agile, scrum oriented work flows and sprints.
- Interface Design — Provide style guides and waterfall documentation for implementation teams.
- User Testing — Testing to ensure the experience is user-centered, identify pain-points and to continually make improvements based on qualitative and quantitative analysis.

#### **Shazam | Lead UX/UI Designer for TV Team**

MARCH 2014 - NOVEMBER 2014

Short-term contract: Creative lead for Shazam TV Team in Los Angeles. Design beautiful, compelling second screen experiences, available by "Shazamming" television and live events such as Fashion Rocks in NYC, Red Bull TV, feature film "Guardians of the Galaxy" and many more. TV Team is a dynamic new branch of Shazam, and I have been responsible for shaping the workflow and art directing other creatives in this department. As a result, Shazam TV is booming as a leader in the industry for second screen experience.

- Work directly with executive sales and marketing teams for planning and strategy.
- Collaboration and art direction for other creatives on TV Team.
- User experience and interface design (wire frames and final design) for web and mobile.
- Mocks and prototypes for sales decks.
- Presentation design and info graphics for sales decks (power point and keynote).
- Marketing campaigns and brand development for Shazam (main branch) working closely with the creative director.

#### **Aisle7 (formerly known as Healthnotes) | UX/UI Designer | [www.aisle7.com](http://www.aisle7.com)**

OCTOBER 2008 - JANUARY 2013

- UX/UI Designer for responsive sites, web based applications and mobile apps for: Whole Foods, Walmart, Kroger, GNC, Publix, Boiron, Vitamin Shoppe and many others.
- Represent creative team for agile development project planning meetings: Daily stand-up meetings; Gather requirements, provide estimates and work closely with cross-functional teams.
- UX Design for kiosks, web sites, and widgets. This complete style overhaul was successful and resulted in less code, more cross-browser compatibility, and more extensibility for upcoming responsive web and mobile products.