

Ben Crabtree

Sr. UX Design Practitioner

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Work Experience



Lendio.com

Sr. UX Design

Oct 2020–Present

- Led an initiative that included developers, designers, and marketing stakeholders to create the foundations of a design system for Lendio.com internal and external applications.
- Conducted discovery-phase research for a new product line within the Lendio family of products.



Ancestry.com

UX Design

July 2018–Oct 2020

- Designed the onboarding experience for the genealogy product line, leading to **\$15 million in additional projected revenue** over the next 4 years. (2020-2024)
- Collaborated with product managers, design leadership, developers, and fellow designers to create products that empower individuals to connect to a greater sense of who they are.



Brigham Young University Library

UX Design

August 2015–July 2018

- Worked with stakeholders, users, and developers to identify and address librarian and patron pains within the constraints of business goals through a human-centered design process.
- Designed, developed and tested software product solutions to those pains iteratively with users and stakeholders.

Technical Skills

Design Tools



Figma



Sketch



Photoshop



Illustrator



After Effects



Premiere Pro

Front End Technologies



HTML



CSS



SASS

Awards

CROCKER

INNOVATION FELLOWSHIP

2015 Crocker Fellow

A competitive fellowship program through the BYU business school which required application and admission, where I learned to employ ideas from design thinking, entrepreneurship, and agile software development to create novel product solutions.

Work Experience—Continued



Trace.com

UI Design

May 2015–July 2015

- Created user personas, designed for those personas and assisted in implementing designs.
- Determined user flows, onboarding processes and UI design for both user groups.



Riser Design Agency

Design

May 2014–December 2014

- Designed and illustrated several drawings for Google.
- Created several landing pages for ABC.
- Assisted in the branding process of multiple companies.



Brigham Young University Museum of Art

UI Design

July 2013–January 2014

- Designed the interface for the Sacred Gifts iPad app as a companion to the Sacred Gifts Exhibition.
- Integrated photography, video, and audio content within the interface.
- Collaborated with print and web designers for overall design consistency.

Education



Kent State University

M.S., User Experience Design

Anticipated Completion Date • December 2021



Brigham Young University

B.S., Technology & Engineering Ed: Non-licensure

Completed • December 2015

Volunteer Work

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Missionary

Kennewick Washington
2010–2012

I worked for 15 hours/day teaching, serving, and building connections among communities in Washington state. One of the most important lessons I learned through this experience was that the most worthwhile pursuits in life require consistent effort and hard work over long periods of time, especially learning.