




# Benjamin Mizrany

Product Designer | UX Specialist

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## Summary

Driven by curiosity and a need to fix inefficient systems, I excel in problem-solving and thrive in collaborative settings that value high standards, a proactive work ethic and continuous improvement. I'm committed to ensuring the user's voice is integral to the development process. I work to balance simplicity, value and impact.

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## Experience

### Product Designer, Mayden

*May 2023 - Present*

At Mayden, I've been actively involved in shaping the product and organisational culture. My role extends beyond design; it encompasses user engagement, data-driven decision-making, and fostering a collaborative work environment.

#### Notable Contributions

- **User Engagement** – Led a customer touchpoint initiative, coordinating with multiple departments to facilitate regular interactions between the product team and users.
- **Organisational Culture** – Member of the "Ways of Working" group, focusing on aligning work practices with organisational goals and values.
- **Data-Driven Decision Making** – Actively collaborated with data and security departments to ensure the product team can make data-driven decisions.
- **Design Advocacy** – Worked closely with other product designers to integrate the design function into the fabric of product development.

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## UX Designer, Insendi

*Jan 2022 - May 2023, Remote*

Participated and contributed to the creation of software that met the needs of the business and the user.

### Notable Contributions

- Created a comprehensive component library in Figma, streamlining the prototyping process and ensuring brand consistency.
- Collaborated with the delivery manager to redesign our product development practices, enabling more timely and effective access to valuable user insights.
- Seamlessly transitioned from Head of Media to Product Designer, demonstrating my adaptability and quick learning capabilities.

*I pivoted from media to product design to merge my passion for user engagement with my knack for problem-solving, unlocking a new avenue to create impactful user experiences.*

## Lead media specialist @ Insendi

*August 2018 – January 2022, London*

I was responsible for organising and participating in the production of high-quality, engaging educational material for business postgraduate and undergraduate degrees. This experience has significantly shaped the designer I am today.

### Notable Contributions

- Scaled educational video production while maintaining high quality.
- Improved efficiency by building bespoke tools.
- Mentored freelancers on larger projects.

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### Skills

Design & Prototyping, User Research, Agile, Figma, Data Compliance, Front-End Development, Adaptability, Problem-Solving, Collaboration, Curiosity, Strategic Thinking

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### Education

BA (Hon) Television Post Production @ Southampton Solent University  
*2008 - 2011*