

Aaron Benjamin

Digital UX Designer

Hello!

I believe design is a tool meant to solve problems in the service of others.

In 2010, a systems architect named Scott Hanselman wrote in his blog, “There are a finite number of keystrokes left in your hand before you die.” In fact, I quote Scott frequently, especially when asked what exactly a “designer” does. As Hanselman so eloquently put it, “The core function of a designer is to remember this and remind others.”

My “adult-career-job” is working with the brilliant people at HP Inc where I help engineers and product stakeholders participate in the design process to make some pretty amazing things.

My favorite ongoing project is being a Dad to my little girl. She’s a limitless source of inspiration, joy, and heart-melting giggles. She keeps me on my toes and sparks new ideas.

Education

College

Full Sail University

Class of 2009 - Salutatorian

Certificates

Code Academy - Intro to jQuery

2013

Learn With Google - Using Data (Fusion Tables)

2014

Google Analytics Academy - Ecommerce Analytics

2014

Google Analytics Academy - Digital Analytics Fun...

2014

YouTube

DEVTIPS

2014 - Present

Team Treehouse

2015 - 2016

CodeTheWeb

2015 - Present



Skills

Core Skills

Writing

Beginner

Learning

Advanced

Verbal Communication

Moderate

Organization

Moderate

Design Skills

Interaction Design

Master

Visual Design

Master

Prototyping

Advanced

Animation

Moderate

UX Research

Advanced

UI Architecture

Moderate



Skills

Technology / Tools

Adobe Photoshop

Advanced

Adobe Illustrator

Advanced

Sketch3

Advanced

Adobe InDesign

Moderate

Framer Studio / FramerJS

Beginner

Principle

Moderate

HTML

Advanced

CSS

Advanced

JavaScript

Beginner

Jekyll

Moderate

Code Pre-processors (Sass, Less)

Moderate



Work Experience

Graphic Design Consultant

Pyramid Consulting Inc.

Oct. 2010 - Oct. 2011 (1 year)

As a graphic designer with Pyramid CI, it was my responsibility to work with the AT&T merchandising and promotions team to create visual assets for use on att.com, att.net, and AT&T branded social media channels. I designed product landing pages, email templates, catalogue images, and promotional banners.

Sr. UX Designer

AT&T - Digital Experience

Oct. 2011 - Sept. 2015 (3 years, 11 months)

I started with AT&T right out of college and was thrown into the fire on day 1. In my time with AT&T, I was responsible for the Visual and Interaction design of customer-facing products. I worked with many teams over the years working on advertising, online bill-pay, and digital customer service tools.



Work Experience

UX Lead

HP Inc - Software

Sept. 2015 - Present (8 months)

My role within HP-Software is to provide UX design support for various HP products. I work with business units to identify where they are in the development process and help define a path forward to make ideas become tangible products.



Case Study: att.com Support

Problem

Looking at user data from att.com and customer feedback, we learned that a large group of customers weren't sure how or if they could manage their accounts or services online. This problem results in a large volume of phone calls and service requests.

In further investigation, we found:

- There are very few entry points to self-service areas of att.com
- The self-service area was branded with a non-descriptive name
- When users need help, they seek contact information right away

Solution

Using what we knew about user behavior online and the needs of our customers, we developed a solution that wasn't intrusive to users looking for contact information, but still offered helpful paths to self-service areas of the website.



Case Study: att.com Support

Contact Us

What service can we help you with?



Wireless



Digital TV



Internet



Home Phone



Home Security



@attCustomerCare Tweet for help...

Tweet

Online Support Tools

Account & Billing

[How Do I View My Billing Invoices?](#)

[How do I pay my bill?](#)

[What if I'm late paying my bill?](#)

Phone Setup

[What is AT&T NEXT?](#)

[How do I turn this thing on?](#)

[iPhone Activation](#)

Router Troubleshooting

[New to U-verse](#)

[Printer Setup](#)

[Home network support](#)

Updates

[When will my phone update?](#)

[Update Failed](#)

[U-verse Updates](#)



Order Status

Check the status of a recent order



How-To Center

Learn about phone features and how to use them



Troubleshoot

Resolve service and technical issues



Speed Test

Measure your connection speed

- The page leads with the primary task of selecting a product to get contact information for.
- A “tweet box” is offered for customers who might have a question but don’t need immediate help.
- Online tools for support and account management are populated according to what services the customer has and what issues are most common according to call-center data.

Case Study: att.com Support

Success

Success is set to be measured by the decrease in calls generated by issues resolvable with self-service.

We should also pay close attention to:

- Bounce rate from the Contact Us page
- Traffic to self-service tools from the Contact Us page
- Increase in Twitter mentions

What's Next?

If the defined success goals are met, new opportunities for support personalization should be researched to better navigate customers to the right areas of the site for help.



Case Study: att.com Search Filters

Problem

It was discovered that when users search on att.com, only 4% of users will navigate to a search result after performing a search for our 20 most popular keywords.

Notes:

- 61% of users will enter a different search term or append their query
- <1% of users apply filters to their searches
- Cross-product results may be difficult to find
- When surveyed, most customers indicated that the filter category labels were vague and unhelpful
- Site data shows that user who expand a collapsed filter set are more likely to apply a filter than those who don't

Solution

By doing a card-sort with a blend of customers from multiple product lines and varying comfort levels with the web, our team derived a new set of labels and groups.

I used these findings to architect a dynamic solution that would progressively reveal relevant filters to the user without hiding any options behind parent categories.



Case Study: att.com Search Filters

<div>FILTERS Reset</div> <div><div>All Results (1262)</div><div>Shop (490)</div><div>myAT&T (1)</div><div>Support (756)</div><div>Corporate News (8)</div><div>Developer Program (2)</div></div> <div><div>We're here to help</div><div>Contact Us</div></div> <div><div>Recent searches</div><div>Item 1</div><div>Item 2</div><div>Item 3</div></div>	<div>FILTERS Reset</div> <div>All Results (1262)</div> <div><div>Shop (490)</div><div>myAT&T (1)</div><div>Support (756)</div><div>Corporate News (8)</div><div>Developer Program (2)</div></div> <div><div>Shop</div><div><input type="checkbox"/> Accessories (392)</div><div><input type="checkbox"/> Plans (2)</div><div><input type="checkbox"/> Ringtones & apps (5)</div><div><input type="checkbox"/> Services (11)</div><div><input type="checkbox"/> Wireless phones & devices (54)</div></div> <div><div>We're here to help</div><div>Contact Us</div></div> <div><div>Recent searches</div><div>Item 1</div><div>Item 2</div><div>Item 3</div></div>	<div>FILTERS Reset</div> <div>All Results (1262)</div> <div><div>Shop (490)</div><div>myAT&T (1)</div><div>Support (756)</div><div>Corporate News (8)</div><div>Developer Program (2)</div></div> <div><div>Shop</div><div><input type="checkbox"/> Accessories (392)</div><div><input type="checkbox"/> Plans (2)</div><div><input type="checkbox"/> Ringtones & apps (5)</div><div><input type="checkbox"/> Services (11)</div><div><input checked="" type="checkbox"/> Wireless phones & devices (54)</div></div> <div><div>Price</div><div><input type="checkbox"/> Under \$1.00 (8)</div><div><input type="checkbox"/> \$1.00–\$49.99 (10)</div><div><input type="checkbox"/> \$50–\$99.99 (5)</div><div><input type="checkbox"/> \$100–\$199.99 (15)</div><div><input type="checkbox"/> \$200+ (16)</div></div>
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- The “expand/collapse” functionality was removed in favor of floating all options to the page.
- An exception was put in place to add a “...more” button for parent elements with more than 10 children options.
- As the user makes selections, only filters which yield results and match the user’s product line are loaded. This eliminates most empty states.



Case Study: att.com Search Filters

Success

Success is measured by a higher click-rate and lower bounce-rate on search results.

Other considerations:

- Clicks on parent-level filters
- Clicks on child filters

What's Next?

If post-launch user data suggests a strong relationship with successful searches and use of filters, further enhancements should be explored.

It should be noted how many filters the average user applies and how many levels deep are needed to find the desired result.



Case Study: Aurasma App

Problem

User feedback paired with in-app usage data suggests that users have difficulty navigating the app, creating content, and logging in. Several users noted in reviews that the app looked “dated” or “from the 90s” (AR on a phone in the 90s would have been awesome).

Notes:

- Visual language has changed since the last major update
- The idea of a “global navigation” has become more of a web paradigm
- There are opportunities to use more “native-feeling” design patterns

Process

When our design principles are outlined, goals were set, and we had a solid list of considerations, our team took a fresh look at both the iOS and Android flavors of the app.

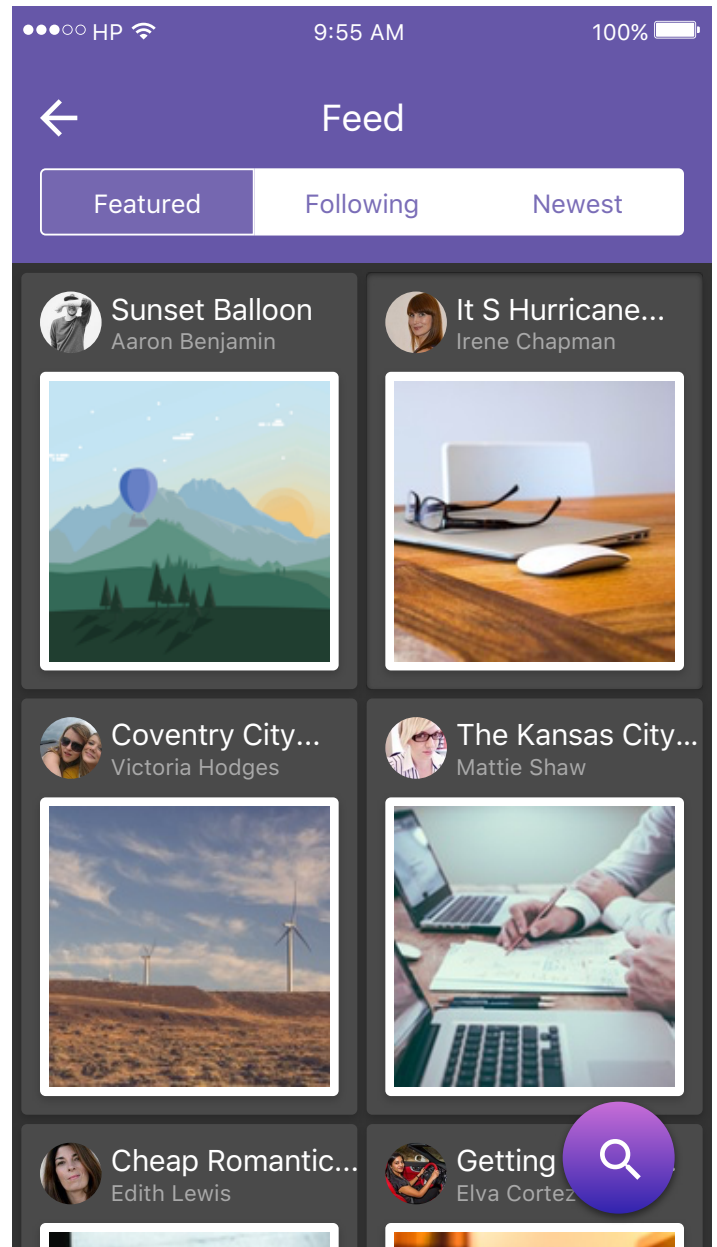
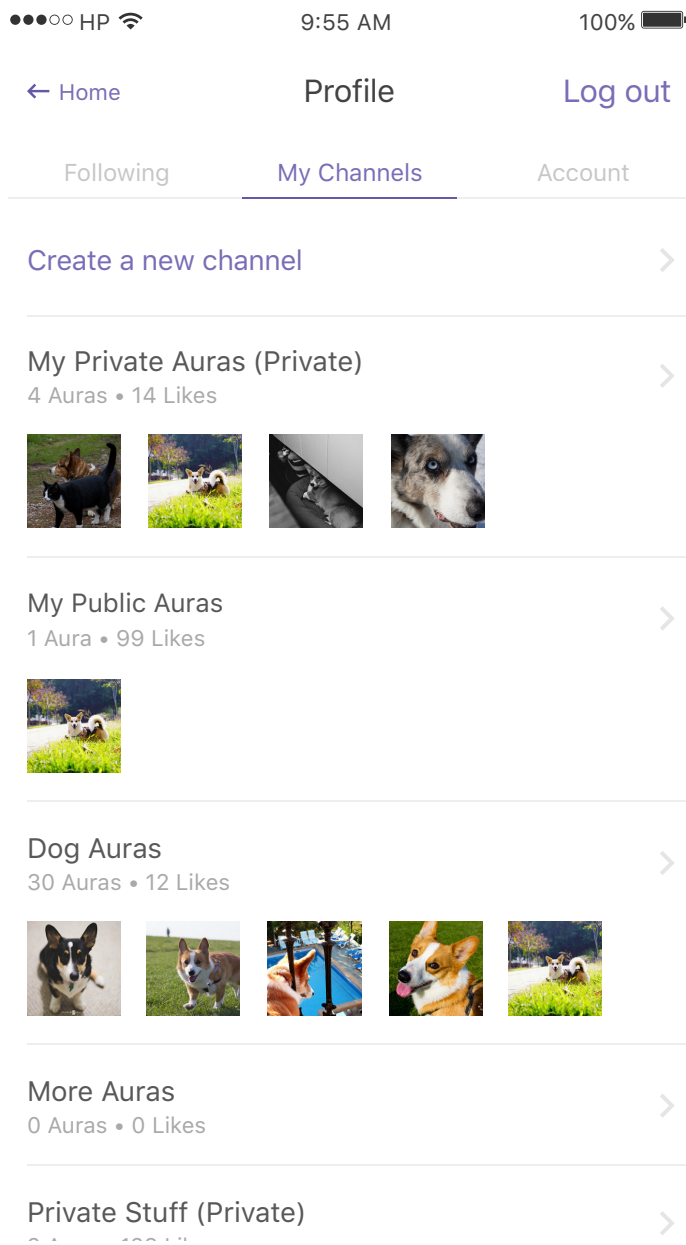
We landed on a navigation scheme that tested well with paper prototypes and we researched what patterns and paradigms had evolved over time for other app controls.



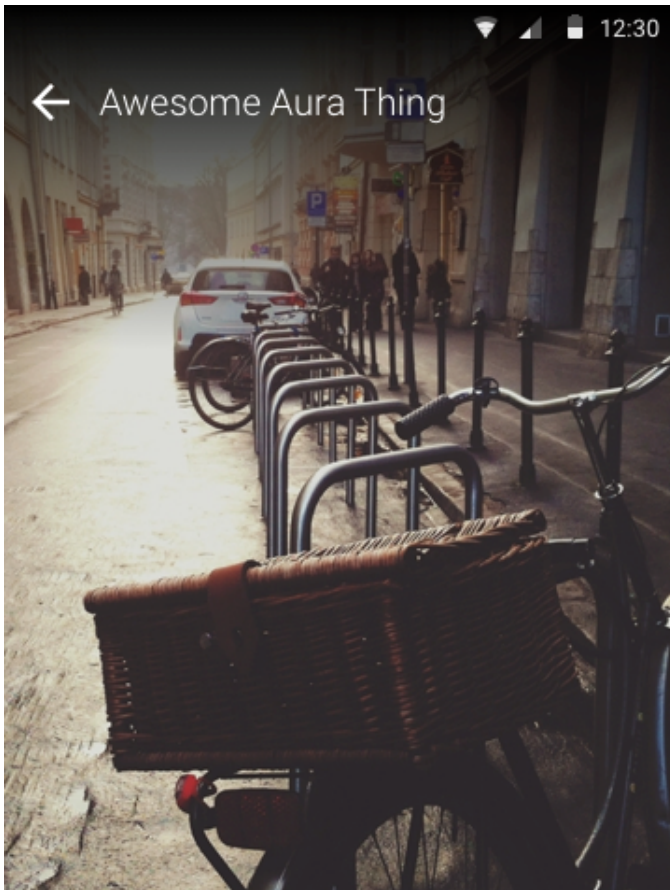
Case Study: Aurasma App

Solution

The end result is a redesigned app that retained the key features with some enhancements. The updated aesthetic and reworked navigation make the app look and feel like other native apps.

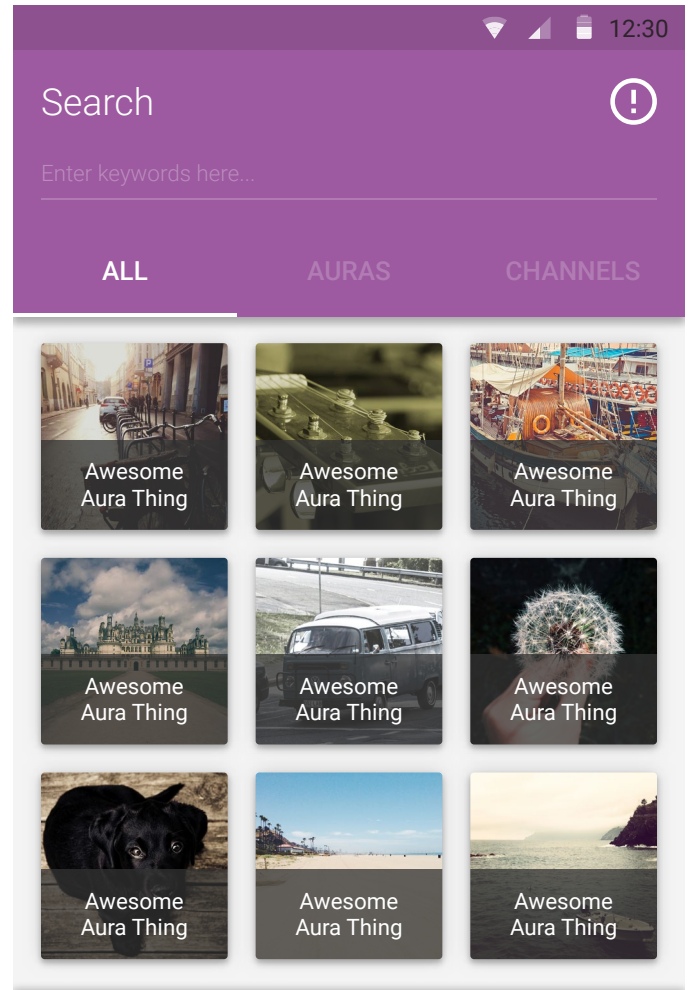


Case Study: Aurasma App



FOLLOW

120 FOLLOWERS • 12 AURAS



Case Study: Media Hub

Problem

Digital Marketers manage their images, audio, video, and docs across many different channels. Looking at what marketers do with their content, we discovered that there are many challenges deploying media to a website, Facebook page, mobile app, or otherwise when the files are so spread out.

Notes:

- There isn't consistency in file management capabilities from channel to channel
- Being able to control media deployment geographically is a high value feature
- Search has to "just work"

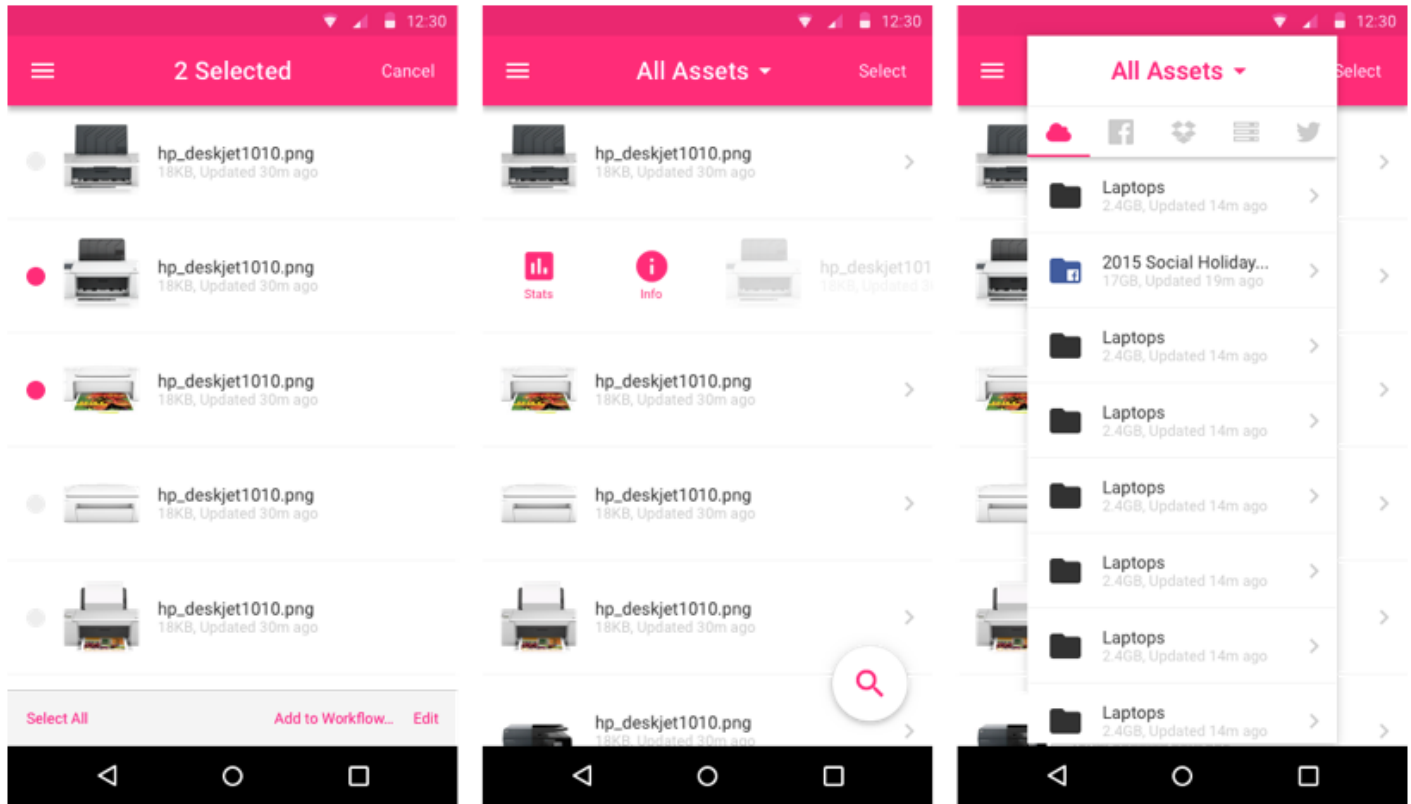
Solution

After identifying what trends and interactions our target users would be familiar with by looking at commonly used apps by digital marketers, we were able to derive a feature set and interface that would tie the user's media channels together.

The team also developed a series of pre-set work-flows to support CRUD capabilities managing assets allowing users to deploy, create, change, or delete their assets easily. Users would also have the ability to define their own work-flows.

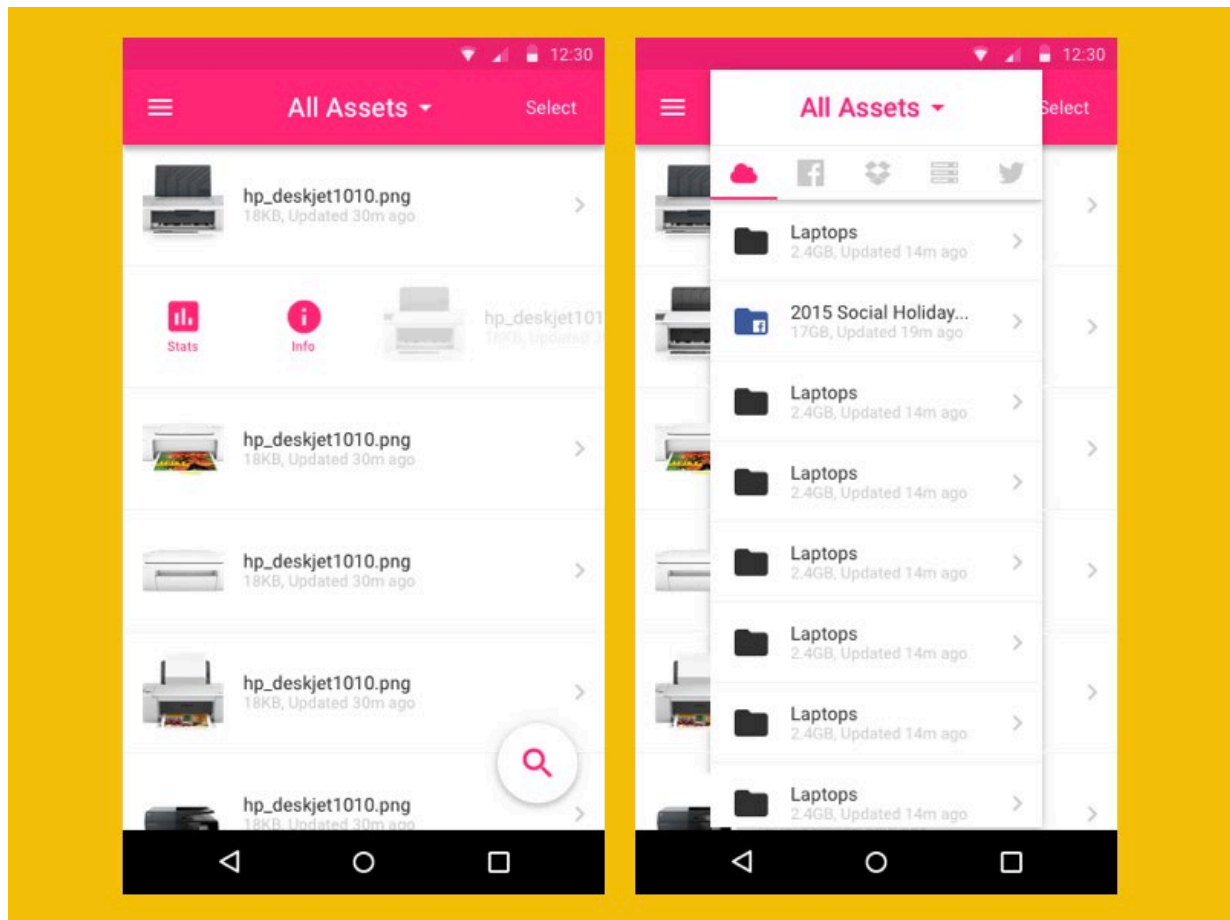


Case Study: Media Hub



- From the main screen, users would be able to navigate into collections of images that may be hosted by different channels, but appear as though are all in one place.
- Inside a collection, a user would be able to manage each asset individually, or select groups of assets to assign to geographic customer segments, run batch work-flows, or other tasks that are available in the app.

Case Study: Media Hub



- Creating a workflow was something we really had to simplify and optimize for the mobile screen. Due to the complexities of creating a workflow, the user is offered common preset workflows for each of their channels.
- Creating a new workflow still requires the user to select a “base” preset to work from. This saves a lot of decision points and a ton of complexity. It was noted in testing that most users would only want to change 1 - 3 settings in a preset to meet their needs.
- A lot of thought was put into color and animation to help reinforce users selections and guide them through each flow. In the example above, the background color took on the Twitter Blue when Twitter was selected.



Case Study: InCar Concept

Problem

The Internet of Things (IoT) is growing! People need to access their data from their phones, TVs, toasters, watches, and even their cars!

The car has a unique challenge. Safety. We need a way to navigate through important information and interface with our car with minimal use of the user's eyes and hands.

Notes:

- The product shouldn't require much attention to use.
- Tasks should be primarily suggestion-based in order to decrease the need for user input
- Alerts are a high value feature

Solution

I designed an interface driven by voice selection. The screen offers on-screen prompts so the user can learn each prompt or be reminded of the commands. Each prompt is also touchable.

Each screen contains information at the time of need based on which apps are running and the learned user's preferences. This makes for an "at-a-glance" cue that doesn't require 2-way interaction with the user.



Case Study: InCar Concept

