

(I'm)

BEN GADWAH

UX / UI

(designer)

Passionate about User Experience, UX Strategy, Visual Design, and Marketing. Incorporating Interaction Design, Information architecture, Content Strategy, Visual Identity, Psychology, and Empathy into work. Able to determine success metrics, identify target demographic, and understand the project's objectives and goals.



CONTACT

bengadwah.me
 bengadwah@gmail.com
 774-314-0901
 /in/bengadwah
 @bengadwah



SKILL SET

User Experience, Visual Design,
Interaction Design, Information
Architecture, User Testing,
Prototyping, HTML/CSS/Sass,
Competitive Analysis, Strategy



TOOLS

Photoshop (9 yrs),
Illustrator (5 yrs),
HTML/CSS/Sass (4 yrs),
Sketch (2 yrs),
InVision (2 yrs),
HubSpot (1 yr)



EDUCATION

BA, Graphic Design
Assumption College

HubSpot Design Certification
HubSpot Academy



EXPERIENCE

UX/UI Designer

InterSystems (December 2016 - Present)

- ✚ Worked with team of Angular UI developers and product Managers in agile development
- ✚ Created user personas, user journey maps, heuristics analysis, and UI assets to share across departments
- ✚ Led the UX/UI for multiple Healthcare IT applications, facilitating brainstorm sessions, wireframes, information architecture, clickable prototypes, high-fidelity mockups, usability testing, and visual design assets

UX Designer

EthoSolar (May 2015 - January 2016)

Now "EthoEnergy" - an Ontario-wide 360-degree solar solution provider

- ✚ Managed and designed marketing collateral for US and Canada
- ✚ Redesigned website through UX design process including A/B testing, production of wireframes, and collaborating with developers
- ✚ Led communications and creative efforts to refine core messaging and enhance brand identity, working closely with Director of Marketing and other stakeholders

Visual Designer

JC Music (September 2010 - May 2011)

Locally owned music store with rentals, repairs, consignments, lessons, and sales

- ✚ Refined core messaging and enhance brand identity, working with Owner/Founder to lead communication and creative efforts
- ✚ Developed communication materials which facilitated the increase of sales
- ✚ Planned effective marketing strategies for private product labels which outsold competitor's products locally

Previous Clients

Independent Consulting (2008 - Present)

Logo & brand guideline packages, email marketing, and event collateral design for:

- Boston Children's Hospital • Monadnock Bible Conference • JC Music • Assumption College
- KIIT Renewable Energy • Energy Venture Management • Intelligen.Energy • Loon Mtn Ministry
- Charles River Church • Develop.Energy Solutions • CounterMentors • Cornerstone Church