

Ben DiMarco

Portfolio: <https://bendimar.co>

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Education

University of Maryland | College Park, MD

Aug 2021 – May 2025

Bachelor of Science in Computer Science

GPA 3.64

- Director of Resources at Startup Shell - UMD's home for entrepreneurs with \$2B+ in venture value. I helped to launch a \$100k founder resource kit, ran marketing and outreach, and led a comprehensive digital transformation that reduced operational costs by 96% (\$3000 annually) while simplifying our brand messaging.
- Led UI/UX design, development, and marketing for Bitcamp - one of the largest collegiate hackathons on the East Coast. Grew our peak social media engagement by 500%.

Experience

Learn Prompting | College Park, MD

Apr 2023 – Present

Lead Designer, Design Engineer

- First non-founder employee for the largest Prompt Engineering and LLM resource in the world. Developed and executed on a comprehensive brand vision and creative direction which helped drive a 5x increase in user adoption and 20x increase in gross revenue.
- Standardized our design language into re-usable Figma and React components which reduced our design and implementation time for new projects by 3x. Executed full responsive redesign using React.js and TailwindCSS, increasing daily sessions by 120% immediately after launch.
- Created standardized slide and visual components for educators building our LLM-courses. These redesigned courses had 60% higher completion rates compared to the original framework.

Business Performance Systems | Bethesda, MD

May 2022 – Aug 2022

Design Engineer Consultant

- Led design of the first single-click and fully autonomous front-end testing platform for enterprise applications.
- Implemented complete re-design of multiple core product pages that radically simplified navigation and information-seeking processes for users.

Johns Hopkins Applied Physics Laboratory | Laurel, MD

Oct 2020 – May 2020

Aspire Intern

- Architected, designed, and implemented a full-stack product-status application (using React.js and Figma) enabling real-time monitoring of server health metrics and operational status for the AOS/QCA research laboratory.
- Designed, implemented, and deployed a responsive laboratory website showcasing research initiatives, team profiles, and ongoing projects. Improved visibility and accessibility of the lab's work to stakeholders.

Founding Experience

Easl | *Co-Founder, Design Engineer*

Jul 2024 – Present

- Find daily sparks of creativity with Easl on iOS and Android. We have 2,500+ MAU and are growing fast!
- Currently leading design-engineering across iOS and web focusing on unique interactive activities and components; building out new e-commerce strategy; and contributing broadly across design and marketing.

NeverDMCA | *Lead Designer, Design Engineer*

Jun 2023 – Aug 2023

- Led design and development for an AI-music platform for content creators using React.js, Next.js, and Vercel.
- Conducted 20+ user interviews and leveraged Posthog analytics to identify and resolve critical user pain points.

WebPoint | *Co-Founder, Lead Designer, Lead Engineer*

Mar 2020 – Aug 2021

- Created volunteer organization during COVID to build websites for local businesses and organizations in need.
- Recruited 15 volunteers and mentored them on web development and design.
- Our most successful project for the Chinese Language School of Columbia continues to be used by thousands of parents and students today.

Skills

4+ Years: Figma, Adobe CC, React.js, JavaScript (ES6), HTML, CSS, Node.js, Git, Java, Swift

1-3 Years: TailwindCSS, Vercel, Next.js, Blender

Concepts: UI/UX, Visual Design, Product Design, Web Accessibility, Web Development, OOUX, CI/CD