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

- **Coursework:** Object-Oriented Programming I/II, Discrete Structures, Computer Systems, Algorithms, Advanced Data Structures, Organization of PL, Algorithms for Data Science, Compilers, Operating Systems, Calculus I/II/III

Experience

Learn Prompting | College Park, MD — Apr 2023 – Present
Lead Designer, Front-end Engineer

- Collaborated with CEO & CTO to develop brand vision, creative direction, and user-centered interface design, translating complex AI concepts and into intuitive experiences that drove a 5x increase in user adoption
- Created cohesive design system including wireframes, mockups, and 30+ reusable UI components using Figma, standardizing design patterns crossplatform, reducing average design implementation time by 3x across team projects
- Designed and executed full responsive redesign using React.js and TailwindCSS, increasing monthly page visits by 120% after launch and improving cross-platform usability
- Designed educational diagrams and component library for educators, driving course completion rates up by 60%

Business Performance Systems | Bethesda, MD — May 2022 – Aug 2022
Design Engineer Intern

- Incorporated design feedback and product requirements from key stakeholders into design process
- Created user personas, OOUX object maps, and both low- and high-fidelity mockups using Figma
- Worked alongside a full-stack engineer to implement my designs using React.js, and Material UI

Startup Shell | College Park, MD — Oct 2021 – Present
Design Engineering Consultant, Prev. Director of Resources

- Led design strategy and resource distribution for the East Coast's largest student-run startup incubator ($2B+ portfolio), creating frameworks that facilitated the success
- Spearheaded a comprehensive digital transformation initiative, reducing operational costs by 96% ($3000 annually) through user-centered website redesign and streamlined resource management platform

Johns Hopkins Applied Physics Laboratory | Laurel, MD — Oct 2020 – May 2020
Aspire Intern

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

Independent Work

Easl | *Co-Founder, Product Designer, Front-end Engineer* — Jul 2024 – Present

- Architected an iOS learning platform with paying users, featuring interactive lessons and drawing tools
- Designed and validated end-to-end user experience through data-driven prototyping and Mixpanel analytics

NeverDMCA | *Lead Designer, Front-end Engineer* — Jun 2023 – Aug 2023

- Used the double diamond approach to ideate and deliver an optimized and user-tested design solution
- Conducted 20+ user interviews and leveraged Posthog analytics to identify and resolve critical user pain points
- Implemented interactive designs, including an in-app video player, using React.js, Next.js, and Vercel

WebPoint | *Co-Founder, Lead Designer, Lead Engineer* — Mar 2020 – Aug 2021

- Mentored 15 peers in both web development and web design using HTML, CSS, JavaScript, and Figma
- Reached out to businesses and acted as the point of contact for the transfer of information, designs, and code
- Ideated, wireframed, prototyped, iterated, and ultimately implemented a multi-lingual and multi-page website for the Chinese Language School of Columbia, which is still used by over 1500 parents and students

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