

# Ben Davies

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## EXPERIENCE

### Contenda

#### Growth and Design | Feb 2021 to Jul 2021

Helped the startup grow to a \$10 million evaluation.  
Started as an intern and ended with multiple FT job offers.

- Designed products and graphics for high-stakes customers.
- Developed business strategy with CEO.
- Communicated insights from user research to steer company direction.

### Phoenix Food Co-op

#### Web Specialist | May 2020 to Aug 2021

Designed and ran an ecommerce website to reduce food access inequality in AZ.

- Organized logistics of food delivery with local farms.
- Regularly sought feedback from users to improve experience.
- Collaborated with community to translate site into Spanish.

## PROJECTS

### Covid Testing Redesign | Nov 2021

Redesigned my college's Covid testing process.

- Empathized with students and medical staff through user interviews.
- Iterated with low-fidelity paper prototypes and a high-fidelity walkthrough in Figma.

### Research on Usability of State Unemployment Sites | Feb 2022

Capstone project evaluating the usability of all 50 states' unemployment insurance websites.

- Usability testing and recommendations.
- Quantitative analysis and data visualization in Stata.

### Research on Drug Court Outcomes | Jan 2021

Collaboration with the El Paso County Drug Court to learn about who is most successful in their drug recovery program.

- Quantitative analysis and data visualization in Stata.
- Qualitative observation of in-court interactions.

### Overwatch 101 | Aug 2018 - Apr 2020

Designed and led a mentorship program that helps new students join an esports team.

- Regular membership of 8+ students for two years.
- 101 program has now grown into 3 other games.

## EDUCATION

Colorado College 2022  
BA in Sociology  
GPA: 3.92 (Magna Cum Laude)

## SKILLS

- User research
- Usability testing
- Visual design
- Branding
- Business strategy
- Growth hacking
- Data analysis
- Professional Scrum Master I (Scrum.org)

## TOOLS

- Figma
- Illustrator
- Photoshop
- InDesign
- ArcGIS
- Stata
- Javascript, CSS, HTML
- Wordpress, React, Gatsby