

# Ben Craig

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portfolio: [www.benbcraig.com](http://www.benbcraig.com)

**Software:** Balsamiq, Dreamweaver, Illustrator, Keynote, Photoshop

**Skills:** Css, Foundation, Html, IA, jQuery, Design Patterns, Rapid Prototyping, Responsive, UX, Wireframes

**Education:** Boston University Bachelor of Fine Arts, Painting, 1998.

## Work Experience:

### **Interaction Designer for Tata Consultancy Services (06/14-02/16)**

As a contractor for TCS, I worked in downtown San Francisco as an Interaction Designer for one of the country's largest banks.

My contributions have included:

- Promotion of modern UX practices
- Aiding in research planning, creation of clickable prototypes for user testing
- Thinking through user flows, creation and presentation of wireframes
- Solicitation of feedback and approval from stakeholders
- Proposal of improvements to IA and Navigation
- Collaborating on Design System planning

### **UX/UI Designer at eHealth Insurance (07/12-01/14)**

eHealth Insurance is an online insurance broker which offers tools to help users compare plans across carriers. My role included front-end development, visual design, and UX.

- UX design: interpretation of usability data, brainstorming, affinity diagramming, persona creation, site flow mapping, wireframes, and mocks
- UI design for tools and forms in accordance with brand guidelines
- Design of new landing pages, social media banners, and state site templates
- Development of sites using html, css, Wordpress

### **Designer/ Developer as a Freelancer (08/09-07/12)**

I sought freelance work to gain experience and help me round out my skillset and portfolio.

- Custom web sites designed and developed for various industries: Publishing, Retail, Dental
- Templates designed/developed
- Custom logos and branding for small businesses
- Animated banners, slideshows, newsletters, videos, contact forms, blog integration

## **Web Developer at Page 1 Solutions (10/09-03/12 Golden, CO)**

Page 1 Solutions is an SEO company that offers custom sites for Dentists, Lawyers, Ophthalmologists, and Plastic Surgeons. I broke into the industry at Page 1 as a "Design Assistant", learning html and css by troubleshooting broken sites. Over time, I progressed to Junior Developer and developed sites in Drupal.

- Regular updates and page adds
- Troubleshoot and fix broken sites
- Design site templates, banners, calls-to-action, landing pages, forms, etc.
- Develop clickable slideshows, animated banners, blogs, contact forms, videos, photo galleries
- Develop SEO friendly sites in Drupal from PS comps
- Proficient with javascript, JQuery, Flash, Word Press, and Drupal
- Advanced skills in Photoshop, Illustrator, and Dreamweaver