

# BEN DANSBY UX/UI DESIGNER

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I was reared from birth to appreciate good interaction design. Growing up in a Mac family, I developed a deep love of intuitive user experiences and a healthy persecution complex being an Apple fan in the 90s. Hoping to cash in on the dot-com boom, I started my own web design company in eighth grade, several months before the dot-com crash.

Undaunted by such early calamities, I have pursued my interest in design and technology ever since, arriving at UX and UI design as my calling after getting educated and working in print, web, and motion.

I really love looking at, learning about, creating, and using (good and bad) user interfaces. I'm interested in everything from big picture interaction patterns to the appropriate difference in value between the top and bottom stops of a background gradient. I want to make stuff that's easy to use and nice to look at.

## SKILLS

Interface design + information architecture

Visual design + typography

Motion design

Copywriting

HTML + CSS / Less / Sass

Prototyping

## NON-SKILLS

Icon design

Illustration

Logo design

JavaScript

## EDUCATION

BFA, Visual Communications

Truman State University, May 2008

MFA, Visual Communication Design

Kent State University, August 2010

## EMPLOYMENT

### NoRedInk

September 2016 - Present

Helping teachers teach and students learn strong writing skills. UI, UX, IA, and visual design.

### Freelance UX Designer

January 2016 - September 2016

Independent consulting on projects for clients including LOYAL3, T-Mobile, Dentons, Nextlaw Labs, QualMet Legal, and Parkside Group.

### LOYAL3

March 2013 - December 2015

A fee-free brokerage that provided access to IPOs for everyday investors where I worked on information architecture, UI, and visual design for the web app, iPhone app, and internal tools.

### Momentum Design Lab

September 2010 - March 2013

I helped design and redesign the enterprise and B2B web apps of clients including Sony Playstation, Stanford Hospital and Clinics, John Deere, Wizards of the Coast, Krux Digital, Schilling Robotics, and YieldEx. I usually did the UI design, sometimes the visual design, and sometimes both. I also created site maps and user flows to define the architecture for some of the apps I worked on.

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Hello,

There's nothing that gives me more pleasure than a well-crafted user experience. I have a BFA and MFA in Visual Communication and I've been doing product design professionally for over five years on everything from complex desktop enterprise web apps to native mobile consumer apps. I have experience across the UX gamut, having been responsible for wireframing, prototyping, visual design, information architecture, animation, HTML, and CSS.

My portfolio can be found at: <http://bendansby.com/portfolio/>

Thank you,  
Ben Dansby