

# Ben Dansby

## Product Designer

### ABOUT

I'm a senior product designer with a track record of doubling user efficiency and driving revenue growth. Expert in user-centric strategy, I recently increased assignment creation by 18% and safeguarded \$3M in recurring revenue on the NoRedInk platform through data-informed design.

### CONTACT

**Portfolio:** bendansby.com

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### SKILLS

- End-to-end product design
- UX design & UI design
- Product strategy
- User research and usability testing
- Information architecture
- Wireframing & prototyping
- Design systems
- Cross-functional collaboration
- Data-informed decision-making
- Stakeholder alignment
- Accessibility
- Figma

### EDUCATION

**BFA, Visual Communications**

Truman State University

**MFA, Visual Communication Design**

Kent State University

### EMPLOYMENT

**NoRedInk • Senior Product Designer II**

September 2016 – November 2025

- Led end-to-end design for 30+ features across core ELA workflows, including assignment creation, AI feedback, and admin tooling
- Increased Premium applications by 2.3x with a targeted flow overhaul
- Instituted a comprehensive design system to streamline development and unify the user interface across the application
- Reduced churn risk for accounts amounting to \$3M of recurring revenue

**LOYAL3 • Senior UX Designer**

March 2013 – December 2015

- Designed core user flows and features for a groundbreaking retail investor platform
- Led the adaptation of the product for iPhone, overseeing the mobile design execution
- Created a style guide to ensure visual consistency across all product versions

**Momentum Design Lab • UX Designer**

September 2010 – March 2013

- Led designs for a diverse roster of enterprise and B2B web applications
- Mapped out complex interfaces using detailed IA diagrams, ensuring logical structure for intricate web apps and enterprise data dashboards
- Produced a full range of design deliverables for clients, from foundational low-fidelity wireframes to complete visual design specifications