

# BENJAMIN BENNETT

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## Profile

### Summary

Hands-on, User Experience Design Leader with 20+ years creating innovative, large-scale, digital solutions. Effective people manager and accomplished individual contributor with diverse experience in business consulting, healthcare and financial services. Deep expertise with user-centric processes combined with technical aptitude, creativity and business acumen. Quick, high-level thinker with acute attention to detail. Consistently meets business objectives by designing compelling experiences that optimize user engagement.

### Core Competencies

- User Experience Strategy
- Information Architecture
- Interaction Design
- User Research
- Mobile Interface Design
- Algo & AI-based UIs
- Product Management
- Leadership Skills
- Client Relationships

## Experience

### **Bloomberg LP**, New York, NY

*Senior Interaction Designer / Global Design Lead, Trading Solutions*

2011 – Present

- Delivered key enterprise solutions for Buy-Side and Sell-Side clients across Fixed Income, Equity, FX and Structured Products by partnering with business and engineering leaders.
- Led multi-year redesign of EMSX resulting in the Buy-Side's most used execution management system and the 2019 Waters Ranking: Best Execution Management System.
- Exceeded sales and usage targets by delivering an innovative Sales Trader Workflow solution to help clients meet their MiFID II regulatory requirements.
- Enhanced Sales Trader Workflow to further increase usage 21% in the past year alone.
- Fueled evolution of Chinese fixed income market by enhancing TOMS Advanced Market Making solution for onshore dealers through in-person contextual inquiry, prototype development, usability assessment, and sales team partnership.
- Managed team of ten in-house and contract Interaction Designers providing strategic direction, performance assessments, career development, and design oversight.
- Advanced the platform by instituting design standards and infrastructure enhancements.
- Designer for several industry leading, 2019 Waters Rankings award winning solutions:
  - o Best Sell-Side Front-Office Platform: Bloomberg (TOMS & MARS)
  - o Best Sell-Side OMS Provider: Bloomberg (TOMS)
  - o Best Buy-Side Compliance Product, Regulatory Reporting: Bloomberg (RHUB & STW)
  - o Best Execution Management System: Bloomberg (EMSX)

### **Pfizer**, New York, NY

*Senior Manager / User Experience Lead*

2007 – 2011

- Managed portfolio of user experience (UX) design projects, overseeing contract resources and vendor teams, ensuring quality user experiences.
- Developed and implemented strategies to improve Pfizer's internal communication and collaboration platform, the world's 3rd largest SharePoint implementation.
- Saved \$8 million through design and implementation of enterprise communication platform consisting of reusable components shared across 34 intranet portals.
- Increased traffic by 60%+ to corporate communications portal through redesign, enabling content aggregation across 18 disparate SharePoint site collections.
- Championed user research including site analytics, surveys, polls, card sorting, one-on-one interviews, focus groups and usability testing to inform decisions and strategies.
- Designed enterprise-wide social networking platform to connect colleagues, dissolve departmental silos and enable knowledge sharing across 120,000 global colleagues.
- Created iPhone, iPad and Blackberry friendly mobile versions of several transactional, communication and collaboration sites.

**Keane**, formerly NetNumina, New York, NY, and Cambridge, MA 2005 – 2007  
*Senior Principal Consultant / User Experience Lead*

Marsh & McLennan Companies, New York, NY

- Collaborated with senior management teams across all MMC operating companies on new, high-profile cross-company compliance and risk mitigation system.

Moody's Investors Service, New York, NY

- Performed strategic assessment of existing web-based offerings through interviews with senior executives, external customers and internal stakeholders.
- Devised 3-year, multi-million dollar roadmap to sustain long-term growth by evolving client's web assets into flexible and fully integrated service delivery platform.
- Led effort to redesign firm's website using iterative, user-centric process involving multiple information architects, visual designers and web developers.

**Marsh**, Marsh & McLennan Companies, New York, NY, and Hoboken, NJ 2003 – 2005  
*Senior User Experience Designer*

- Managed and led teams of UX designers and developers, including dedicated off-shore resources, to successfully deliver user interface designs and functioning HTML prototypes for several complex, global business applications.
- Helped to further develop the firm's UI standards and worked to better integrate user-centric design into the firm's evolving, RUP-based software development process.

**Freelance Consultant**, New York, NY, and Bangalore, India 2001 – 2003  
*Information Architect / User Experience Designer*

- Provided user experience strategy and design for clients including New York Life International, Housing Authority of Baltimore City, Manheim Auctions and March of Dimes.
- Developed information architecture including sitemaps and wireframes based on content analysis and user group segmentation / personas.
- Effectively transitioned Windows-based application to web-based by redesigning Tracker, America's #1 Selling Dealer Management System.

**Agency.com**, New York, NY 2000 – 2001  
*Information Architect*

- Designed user experiences for global clients including U.S. Bancorp, Goldman Sachs, Omnicom Group, Sprint and PricewaterhouseCoopers.
- Led team of 5 information architects to design integrated project-based work environment / specialized intranet for use by all employees across Omnicom Group.
- Developed sitemaps, schematics and page templates to implement unified, customer-centric architecture for U.S. Bancorp site's 1600+ unique pages.

**StarChefs.com**, New York, NY 1999 – 2000  
*Production / Product Manager*

- Managed all activities related to production of existing web site including establishing procedures and workflows and managing a team of designers and developers.
- Designed new Vignette StoryServer based site, developing information architecture including sitemaps, page layouts, navigation and search methodologies.

**Accenture**, formerly Andersen Consulting 1997 – 1999  
New York, NY, and Frankfurt, Germany  
*Consultant - UI Designer / Developer*

- Designed and developed user experiences for global clients including Deutsche Boerse AG, Celanese AG and Metropolitan Life Insurance Company.
- Programmed solutions in HTML, Java (JHTML), C/C++, Lotus Notes, Sybase and Oracle.

## Education

**Rensselaer Polytechnic Institute**, Troy, NY 1997  
*Bachelor of Science*, Mechanical Engineering, Multidisciplinary Design Minor,  
Magna Cum Laude