

BEN SLAWSON

SENIOR UI/UX DESIGNER

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EXPERIENCE

Senior UI/UX Product Designer

05/2024 - Present

Ben Slawson Design Inc

Toronto, Canada

- Freelance UI/UX, visual design, AI content creation and photographic client projects

Product Design Manager

04/2022 - 05/2024

British Telecom (BT Group)

London, UK

- Design team manager working as part of a high-performing design leadership team
- Promoted to manage full-time and contract design teams of up to 10+ Designers
- Worked as part of a design leadership team for Digital within BT Consumer
- Digital transformation, app and website design and delivery for EE and BT brands
- Recruitment, performance management, team building and design delivery

Specialist UI/UX Product Designer

04/2020 - 01/2022

British Telecom (BT Group)

London, UK

- Senior UI/UX design role creating mobile first experiences for 20m+ UK customers
- Senior product management, stakeholder and team management experience
- Maximising conversion, performance and online digital service experience

Principle UI/UX Product Designer

01/2015 - 03/2020

Everything Everywhere (EE)

London, UK

- Responsible for creating customer digital experiences across all EE digital channels
- Focused on engagement, service, and persuasion to increase conversion
- Improved website performance and customer retention

Freelance Digital Designer

11/2009 - 01/2015

Ben Slawson Design

London, UK

- Website UI and software application creation
- IOS, mobile platform development and responsive user-experience-focused design
- E-commerce, content creation and digital development for luxury fashion brands

Designer and Art Director

02/2006 - 09/2009

Vision with Technology

London, UK

Trends Graphic Designer

01/2005 - 02/2006

Worth Global Style Guide (WGSN)

London, UK

EDUCATION

BA Design Studies Degree

05/1997 - 06/2000

London Guildhall University

London, UK

Graphic Design National Diploma

05/1995 - 06/1997

Loughborough College of Art and Design

Loughborough, UK

SUMMARY

Senior UI/UX Designer and digital creative based in Toronto, Canada. Originally from London, UK.

- 15+ years design industry experience and UX expertise. Project leadership experience and stakeholder management expertise. User-centred and agile design delivery approach.
- Recent experience managing and leading UX product design teams within the telecommunications industry and also designing apps and websites.
- Extensive digital design and creative industry experience, agency, client-side, freelance and contract. Team player with a passion for people, products and technology. Strong people- focused creative and communication skills.

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TOP SKILLS

Visual Design, UX, UI, Graphic Design, Wireframing, User flows, Prototyping, Figma, App Design, Web Design, Design Workshops

STRENGTHS

Creative Communication

15+ years creative agency and corporate design industry experience

Graphic Design

Colour, design layout and typography

Design system UI/UX

Managing modules and helping create and support wider project teams

Design workshops

Leading and facilitating UX and product design team workshops