Top Skills and Expertise

Design Management

- Team Leadership
- Communication
- Mentoring/Performance
- Team Building

User Experience (UI/UX)

- Wireframing
- Prototyping
- Figma/Sketch/Axure/XD
- App/Website Design
- Design Strategy
- Software as a Service
- Data and Analytics

Visual Design

- UI and Graphic Design
- Presentations
- Print and Typography
- Adobe Creative Suite
- Brand Development

Industry Experience

Telecommunications
Sales/Service
E-commerce/Technology
Banking/Financial
Fashion/Retail
Education/Kids Learning
Pharmaceutical
Publishing/Content
Gaming/Entertainment

Ben Slawson

Visual Designer, Senior UI/UX Designer & Design Manager
Toronto, Ontario, Canada

📞 +1 (647) 646-3390

Email: ben@benslawson.com
LinkedIn: www.linkedin.com/in/benslawson
Portfolio: https://benslawsondesign.framer.website/

Summary

10+ years of UI/UX, E-commerce, sales/service & digital design experience. Design project leadership, team building and stakeholder management skills. User-centered, end user and agile delivery-focused with an eye for detail.

Recent experience managing and leading UX product design teams within the telecommunications industry and designing apps and websites.

Extensive concept design skills and 20+ years of overall creative design and agency experience working with start-ups, medium and large businesses. Team player with people-first approach to design leadership.

Strong people, I.T and creative design and visual communication skills. Passionate about graphics, photography, printing, stickers, architecture, art, music, product design, technology, sales, customer service and experience.

Experience

Ben Slawson Design
Senior UI/UX Designer
May 2024 - Present
Toronto, Canada

- UI/UX design, AI photography and content for online architecture magazine.

British Telecom
Product Design Manager
October 2021 - May 2024
London, UK

- Design team manager, mentor and team project lead.
- Promoted to manage design teams of up to 10+ Designers.
- Worked as part of the Design Leadership team for British Telecom.
- Digital transformation, app/website design for EE and British Telecom brands.
- Recruitment, performance management and design team building.

EE

Specialist Product Designer
June 2016 - January 2022
London, UK

- Senior UI/UX design role creating EE website and app-first UX for 20m+ UK customers.
- Senior product, stakeholder and team management experience.
- Conversion, E-Commerce performance and online digital service experience.

Principal UX Designer
January 2015 - June 2016
London, UK

- Responsible for customer digital experiences across all EE digital channels.
- Focused on E-commerce, sales conversion, customer engagement, service and customer satisfaction.
- Improved website performance and customer retention.

Ben Slawson Design

Freelance Senior Brand & UI/UX Designer
October 2014 - January 2015
London, UK

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

Digital Brand Creative

Founder and Creative Director
November 2009 - October 2014
London, UK

- Digital design, UX, creative direction within FMCG sectors.
- Front-end website design and UI focusing on WordPress design.
- E-Commerce, website development and content creation for Interiors and fashion brands.
- Sales experience, feature analysis and information architecture.

Vision with Technology

Art Director / Creative Director
May 2007 - September 2009
London, UK

- Creative direction within design, technology, financial and publishing.
- Managing strategic project direction, teams and budgets.
- Art direction, UX, marketing, advertising, PR and new business.
- Team building and design management experience.

WGSN
Trends Graphic Designer
January 2005 - January 2006
London, UK

- Trends directory redesigns. Designing and developing web content.
- Graphic content for Trends and Think Tank fashion and style directories.
- Working with a team of designers and updating CMS.
- Communicating with editorial staff day-to-day to update web content.

Ben Slawson
Design Consultant
January 2002 - September 2004
London, UK

- Website E-commerce projects, WordPress and Woo-Commerce integration.

Ion Global
Senior Design Associate
2000 - 2001
London, UK

- Brand development and identity development, style guide creation and client presentations.

Wax New Media Agency
Digital Designer
1998 - 2000
London, UK

- Website design for fashion and FMCG clients, concept pitches for gaming and entertainment sectors.

Education

London Metropolitan University
BA Design Studies, Design, Business, Marketing · (1995 - 1998)

Loughborough College
BTEC National Diploma, Graphic Design · (1993 - 1995)

Personal Interests

Photography, Art, Architecture, Gym, Skateboarding, Snowboarding, Tennis, Video Games
Cinema, TV, Animation, 3D, Stickers, Sketching, Writing, Music.