BEN HALL

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TECHNOLOGIES

Adobe Creative Suite

Sketch/Invision

Axure

UXPin

Zeplin

Balsamiq

Figma

3D Studio Max

HTML, Javascript

CSS, SASS

Wordpress, PHP

Bootstrap/Foundation

Responsive Layout Design

Mobile IOS/Android Design

SEO, SEM

Agile

Scrum

Hosting Capabilities

EDUCATION

2001 - 2005

IOWA STATE UNIVERSITY

Deans List Member
BFA Visual Communications

TRAINING

2019
Google Analytics Deep Dive

2017
Big Design Conference

2015
Google Analytics Certification

2013
UX Research Methods - SVPG
Agile Coaching - Marty Cagan

2012
Agile UX - SVPG

2011
Agile Training - Big Visible

EXPERIENCE

JULY 2019 - PRESENT

COMMERCIAL UX LEADER (UX MANAGER) - Corteva Agriscience

- Leading all UX product teams across Corteva and Pioneer global initiatives
- Increased farmer digital engagement by 40% YoY.
- Increased Sales rep efficiency over 50%
- Conducted over 500 usability tests and interviews to validate product direction
- Increased planned field acres from 12m to 18m in a single season
- Managing 15-20 designers across Digital Marketing, E-commerce, Selling Experience, Drone program, Farm Management across 120 countries.
- Managing over $150M dollars of product development in the Commercial space that drives over $5.5B in annual revenue.

AUGUST 2017 - JULY 2019

LEAD PRODUCT DESIGNER / UX ARCHITECT - Mr. Cooper

- Led the Loan Tracker application product strategy that took refinance processing from an average of 47 days to 31 days and improved the internal efficiency by 65%.
- Drove the Mrcooper.com website rebuild from a ruby framework into a CMS that was 400% more lightweight and improved SEO score by 45 points.
- Loan Tracker application improved the company GD Power score by 50 points.
- Loan Tracker was awarded HousingWire Top 100 most innovative products
- Created and developed Mr. Cooper Brand / Styleguide
- Designed experience to bring servicing clients detailed home information, equity, neighborhood information, tax history, real estate trends and options to refinance for qualified lien holders.
- New sales product brought call times down from an average of 45 mins to 7 mins.
- Created marketing initiatives to increase sales leads by 25% YOY.
- Led product design on 4 different development teams.

MAY 2015 - AUGUST 2017

SR. UX DESIGNER - Fidelity Investments

- Led a Vendor Management product strategy that analyzed 3rd party risk and brought contracting companies from 4,000+ down by 100%.
- Built a Time Management tool in that reduced time entry by over 100%.
- Created a AWS (Amazon Cloud) onboarding tool that simplified billing, hosted accounts, and contact management into a single single web application.
- Created a mobile first internal education platform that consolidated 6 systems'into a single platform
- Designed and developed the first Fidelity UX Patterns library for company applications
- Led product design on 5 different development teams.

COMMUNITY OUTREACH

Youth Mentor - Waukee Sr. High
Bed Builders for Orphans
Meals for the Heartland Volunteer
Little League Baseball Coach
YMCA Basketball Coach

MAY 2013 - MAY 2015

SR. UX DESIGNER - Berkley Technology Services

- Led product discovery, strategy and design on a Claims System that removed the dependency on a multi-million dollar 3rd party vendor
- Led product discovery, strategy and design on a billing system and increased accuracy, digitized manual entry, and saved 50% efficiency on bill entry.
- Led, trained, and evangalized the first agile development team at BTS.
- Led product design on 3 different development teams.

JULY 2010 - MAY 2013

SR. INTERACTION DESIGNER - WebFilings

- 2013 award winner for most innovative technology
- Built, designed, and strategized new application architecture that increased functional toolsets by 125%
- Built and tested new features that decreased 10K application creation by 30%.
- Created a graphics and charts integration that birthed 2 new sales products.
- Led product design on 5 different development teams.

DECEMBER 2005 - JULY 2010

SR. UX/ WEB DESIGNER - Quality Attributes Software

- Design of Over 50 Custom Websites
- Created 4 different enterprise product architectures
- Designed and developed QAS styleguide
- Led 3D animation of 5 different projects
- Led product design on 2 different development teams.
- Created custom creative briefs that used for all new client projects