

BENJAMIN ANIK

DIRECTOR OF UX AND DESIGN

(818) 434-9215 | Los Angeles, CA | benjaminanik@gmail.com | www.benjaminanik.com | linkedin.com/in/benjaminanik

PROFESSIONAL SUMMARY

Experienced UX Design Director with a robust background in UX design for over a decade and people management for several years. Demonstrated track record of leading multidisciplinary teams in crafting user-centric digital products and services. Proficient in leveraging strategic insights to inform design decisions and drive business outcomes. Skilled in fostering collaboration and communication across departments to ensure project success. Committed to staying updated with industry trends and best practices to deliver cutting-edge user experiences.

AREAS OF EXPERTISE

- User Experience Design
- Leadership and Management
- Strategic Thinking
- User Research and Analysis
- Cross-functional Collaboration
- Design Tools and Technologies
- User-Centered Design (UCD)
- Project Management
- UX Metrics and KPIs
- Continuous Learning and Adaptability
- Information Architecture
- Prototyping and Wireframing

PROFESSIONAL EXPERIENCE

Executive Director of UX and Design | Aug 2020 - Present

Bizrate Insights & Synapse Group Inc., a Dotdash Meredith Company | Los Angeles, CA

- Partnered with Visa to help our organization reduce friendly fraud rates through design communication efforts by implementing 120 best practices. Monthly friendly fraud percentage was reduced by approximately 75%.
- Spearheaded brand refreshes for five branded websites, each with their own newly created component library.
- Integrated an AI comment sentiment analysis feature, developed by our data team, into our SaaS analytics platform VitalSigns that handles about 25 million survey completes a year.
- Managed design requests from 8 product teams, maintaining a balanced work system.
- Managed a diverse design team of 6 designers from UX to UI to Print to marketing.
- Partnered with an ADA compliance company to conduct an audit on multiple websites of ours to then create a roadmap of changes to be implemented.

Director of UX and Design | Jul 2019 - Aug 2020

Bizrate Insights, a Meredith Company | Los Angeles, CA

- Initiated the company's first component library system and migrated all digital properties to Figma, enabling easier transition for developers and fostering better collaboration between design and development teams.
- Reimagined our SaaS merchant analytics platform VitalSigns to incorporate best practices and data visualizations while adding in ADA compliance.
- Drive ongoing testing initiatives across the organization, resulting in increased user engagement and higher conversion rates.
- Managed our marketing design team to produce elevated branded experiences.

UX Design Director | Jan 2017 - Jun 2019

Legacy.com | Chicago, IL

- Conducted qualitative user research through prototypes and high-fidelity mockups, to discover a product opportunity for helping generate consumer AI driven announcements on the platform.
- Created the company's inaugural brand book, enforcing best practices, guidelines, and asset management.
- Enhanced team productivity by establishing a unified design request system for streamlined information gathering, enabling the team to work more efficiently. Managed a team of 3 UX and UI designers.

EDUCATION

Master's in Information Design & Strategy, Northwestern University, *Chicago, IL (Expected Graduation 2024)*

Bachelor of Arts, Art, University of California, Santa Cruz, *Santa Cruz, CA*

Certificate, Design Communication Arts, University of California, Los Angeles Extension, *Los Angeles, CA*

TECHNICAL SKILLS

- Prototyping tools (e.g., Figma, Sketch, InVision)
- Graphic design software (e.g., Adobe Creative Suite)
- User research methodologies (e.g., surveys, interviews, usability testing)
- Responsive design principles
- Design systems management
- Accessibility standards and guidelines (e.g., WCAG)
- Agile development methodologies
- Content management systems (e.g., WordPress, Drupal)
- A/B testing tools and methodologies
- Rapid prototyping techniques