

# Ben Sigsby

617-974-5049

[career@bensigsby.com](mailto:career@bensigsby.com)

<http://www.bensigsby.com>

## Professional Summary

Hands-on UX leader with experience delivering through all stages of the product design process, from discovery through front-end development. Improves understanding of users, ensures products are easy to use and on-brand, streamlines design operations, and emphasizes technically implementable designs. Deep experience creating, managing, and governing design systems. Relationship skills honed by building consensus across product, technology, and marketing stakeholders. Engages and motivates teams by aligning assignments and ownership to their career goals.

## Professional Experience

### **UX Consultant (Boston, MA/Metro NYC) - 2016 to Present**

*Clients: Nuveen, Zenapse, Prudential Global Investment Management, Financial Tracking Technologies*

- Served as lead UX designer and researcher for multiple projects
- Collaborated with wide range of stakeholders, ranging from senior business owners to UI developers
- Developed design systems for project scalability, in partnership with internal design teams
- Built and moderated user research and design validation studies

### **JP Morgan Chase (Boston, MA/Jersey City, NJ) - May 2017 to May 2022**

*Executive Director, Head of UX for Asset Management*

- Grew a UX program from scratch to a 15 person team, reporting directly to the CTO
- Established the UX strategy, design system, and operating model for a platform of 125 products
- Served as an individual contributing designer, responsible for all sales and marketing apps
- Partnered with design teams in other lines of business to establish firm-wide best practices
- Implemented and scaled a comprehensive UX training program for non-designers

### **Fidelity Investments, User Experience Design (Boston, MA/Jersey City, NJ) - 2011 to 2016**

*Director, UX Design Systems*

- Global owner for Fidelity's design systems, spanning all lines of business
- Governed responsive, multi-device UX best practices for 350+ person design organization
- Led team of seven, in three locations, serving multiple business lines and international geographies
- Co-founded New York/New Jersey regional design studio, tapping into metro NYC talent pool

### **DS SolidWorks Corporation (Concord, MA) - 2001 to 2011**

*Manager, Digital Marketing Group - 2008 to 2011*

- Served as Product Owner for SolidWorks' digital marketing strategy and global websites
- Managed four production designers and multiple external design agencies
- Annually delivered product launch site that increased early adoption of product releases
- Owned search engine marketing program that produced a 3:1 ROI and a quarter of all marketing leads

*Designer, User Experience Design Team - 2003 to 2008*

- Responsible for the UX design of flagship 3D modeling application and related suite of products
- Co-Founded SolidWorks' first team dedicated to User Experience
- Established user research program: generated prototypes, moderated sessions, and distributed results
- Produced wireframes, mockups, and interactive prototypes as lead designer for over 40 projects
- Coordinated with marketing to ensure branding consistency between product and promotional material

### *Designer, Web Product Initiatives - 2001 to 2003*

- Responsible for UX design of SolidWorks' web-based products
- Established UX design and research methodology
- Designed 10+ products including content management, collaboration, and 3D modeling apps
- Defined functional and technical requirements and created specification templates

### **Arrakis (Cambridge, MA; Former subsidiary of JP Morgan Chase, now RiskMetrics) - 2000 to 2001**

#### *Designer, User Interface Design Group*

- Responsible for user interface design of wealth management application for high net-worth clients
- Produced wireframes, mockups, and interactive prototypes
- Led usability testing program to evaluate design approaches and identify effective solutions
- Implemented finished concepts in production code

## Primary Skills

### **Design**

- Sketch, Figma
- Prototyping/Interactive design tools (InVision, Axure, Principle, Balsamiq)
- Adobe Creative Cloud

### **Research**

- Optimal Workshop
- Survey Monkey
- Qualtrics

### **Development**

- Comfortable handcoding HTML/CSS/Javascript and leveraging front-end frameworks
- Agile toolset (Jira, Confluence, Basecamp)

### **Design Operations**

- Design System creation, governance, and management
- Extensive experience collaborating and managing across sites (and time zones)
- Agile design integration

## Education

### **Rensselaer Polytechnic Institute (RPI) - 2000**

Bachelor of Science in Electronic Media, Arts, and Communication.

## Additional Skills

### **Research, Analytics, and Testing**

- Multiple qualitative and quantitative user testing and moderation techniques
- User research, surveys, and sentiment analysis (UserTesting.com, Optimal Workshop, SurveyMonkey)
- In-market analytics, including A/B and multivariate testing (Adobe Target, Optimizely, Optimost)
- Web analytics (Google Analytics, Adobe Analytics, WebTrends, Kibana, Matomo)

### **Business, Marketing, and Publishing**

- CRM and lead management (Salesforce, Siebel, Marketo)
- Content management systems (WordPress, Tridion, OpenText)
- Search engine marketing (SEM) and optimization (SEO)