

BENJAMIN EISMAN

PROFILE

I'm Benny, a forward-thinking experience designer with a proven record of overseeing the creation of design solutions and patterns on behalf of robust enterprise-scale product portfolios. I promote innovative, user-centered processes throughout planning and development, to achieve alignment and transform how brands relate to their core customers.

EDUCATION + AWARDS

A.A.S. GRAPHIC DESIGN

Seattle Central Creative Academy | 2015

M.A. MUSEUM STUDIES

University of Washington | 2007

B.A. CLASSICAL ARCHAEOLOGY

University of Michigan | 2005

HERMES CREATIVE AWARDS

Guide To H & Benning | 2017
dcstreetcar.com

CONTACT

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PROFESSIONAL EXPERIENCE

STELLAR ELEMENTS

Experience Designer | May 2022 – January 2024

Amazon Web Services | *September 2022 – June 2023*

As the sole designer on my team, I lead efforts to design the best experience for users of a first-of-its-kind data transfer management service. Working along side the dedicated engineering team, product managers and group of stakeholders, I ensured the implementation of UX methodologies throughout the process. As well as adherence to our design system in the final product, in the process also creating new and unique patterns contributing to Cloudscape community library. Noting apprehension having not worked with a UX designer before, I took time to educate the team as to UX's role in the design process — how UX practices drive design and support engineering effort. I built rapport and established strong working bonds with my team and management. I proactively mitigated feature creep and met development milestones through one-on-one and team strategy sessions, ensuring an on-time delivery of the final product. My designs twice received org-level approval to be built and by satisfying business requirements I kept stakeholders satisfied and invested.

Amazon Web Services: Honeycode | *May 2022 – September 2022*

Partnering with project leads and PMs, I re-imagined the organization and structure of the Honeycode interface to create a simplified product. I identified opportunities to improve the user experience of Amazon's no-code/low-code app building service that accounted for customer feedback and addressed to stakeholder comments. The updated interface removed confusion and lowered cognitive load by clearly communicating users' status and product modes through refined panels, focused toolbars and reduced visual noise. Working with the senior designer we partnered to ensure junior designers' subsequent work aligned with my larger design goals, establishing those improvements in future features.

MICROSOFT

UI Designer

Data Transformation Services, AI Platform (Allovus) | May 2021 – May 2022

Embedded in a small team of PMs and designers, I worked to elevate and improve Microsoft's capabilities around Responsible AI and Automated Machine Learning experiences. In my role I provided guidance and design (both UI and UX) as we created tools and experiences to promote and standardize responsible development and governance of AI. Originally tasked with designing the UI of the new AI System Inventory (AIS), I then partnered with Product and Engineering to achieve the initial launch of this service that supports monitoring and auditing of AI systems throughout an organization. My responsibilities expanded to provide UX and UI design insights and deliverables for the Auto ML group (specifically supporting Microsoft's Responsible AI dashboard tool); elevating user concerns, promoting tool adoption and usage, and ultimately providing solutions to improve AI compliance across Microsoft.

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TECHNICAL SKILLS

EXPERTISE

User Experience
Product Design
Research + Analysis
User Stories + Personas
Wireframing
Prototyping
Strategy + Planning
Design Systems

TOOLS

Figma
Sketch
Illustrator
InDesign
Photoshop
After Effects
Marvel
InVision

PROGRAMMING

HTML5
CSS3
JSON
Wordpress

PROFESSIONAL EXPERIENCE

MICROSOFT

UX Designer

Cloud + AI, Identity (Allovus) | April 2020 – May 2021

As a member of the Identity Team, my work centered on secure access to Microsoft accounts and products. My responsibilities included new and existing feature work, cross-team collaboration to create prototypes for demos and user-testing, as well as illustrations and icon design. I primarily supported the UX design of Microsoft's blockchain-enabled decentralized identities and verifiable credentials, partnering with Engineering pushing the product through to public preview. This position afforded increased collaboration with Engineering and allowed me to advocate for the end-users through thoughtful design solutions.

Product Designer

Microsoft Teams (Kforce) | June 2018 – December 2019

Collaborating with clients, PMs, developers, and other designers I created new features and functionality within Microsoft Teams. Utilizing an end-to-end knowledge of the product and design systems, I built intelligent experiences for 1st and 3rd party customers that seamlessly integrated within the Teams ecosystem.

PRR

Visual Designer | May 2016 – June 2018

Working within the creative team, I mapped user-flows, sketched out wireframes and built site mockups for clients including Group Health Foundation and Sound Transit. I partnered with lead designers to extend branded campaigns across multiple platforms and create suites of digital and print assets. Collaborating with art directors, I conceptualized new brands and worked on marketing campaigns. By attending interviews and client-facing-meetings, I helped secure future brand opportunities and ensured the Creative Studio was represented and heard. With most contracts coming from government agencies, budgets were finite and timelines tight. I ensured quality was maintained while meeting deadlines.

FREELANCE

Graphic Designer | August 2015 – May 2016

I worked on a variety of creative collateral including corporate identities and brand guidelines, educational resources, print collateral, and digital marketing material for an assortment of business including local museums, small businesses, an international architecture firm, and global travel gear specialist.