



• CONNIE BENEDICT •
UI/UX DESIGNER

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 Colorado Springs, CO

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SUMMARY

20+ years of experience in web and graphic design with a focus on web design and user experience. Principally skilled in problem solving the challenges that clients present, creating design briefs outlining solutions, and executing the accepted strategy among the supported channels for efficient product delivery.

EXPERIENCE

Connie Benedict
Design
1998- present

UI/UX Product Designer

- » Design branded mobile and website solutions
- » Conduct user research
- » Execute usability tests validating designs with real user results
- » Research competitive marketplaces ensuring product viability
- » Perform design sprints creating MVPs (minimal viable products)
- » Conceive original designs and authentic creative solutions visually representing a concept
- » Build interactive prototypes for accurate usability tests
- » Assemble brand awareness campaigns for websites and social media platforms such as Facebook, Instagram, etc.
- » Monitor social and web brand guidelines

Front End Web Developer

- » Set up hosting, purchase domains, and maintain websites
- » Code in HTML, CSS with fundamental awareness in JavaScript & PHP

Graphic Designer

- » Produce marketing collateral and organizational identities
- » Video and audio editing as required per project

Project Manager

- » Business Admin: billing reports, customer invoices, vendor/team collaboration, prioritize project requests, supervise work flow

Williams Lea / Pfizer
2014 - 2020
Colorado Springs, CO

Online Product Manager & UI/UX Designer

- » Design and develop Clinical Trial recruitment websites
 - Flow Charts, Interactive Prototypes, Usability Testing, Brand Identity, User Mapping, Iterative Design, Digital Marketing Strategies
- » Write statement of work (SOW) proposals
- » Collaborate, manage, and coordinate with internal/external teams
- » Maintain websites for multi-year Clinical Trials
- » Deliver monthly reports adjusting project goals when needed

2009 - 2014
San Diego, CA

Lead Graphic Designer and Strategic Planner

- » Write creative briefs identifying current trends and behaviors
- » Plan, execute, and provide a wide-variety of graphic design needs
- » Provide leadership and project coordination to design teams

Account Manager

- » Independently manage single site satellite at Pfizer La Jolla with over 850 personnel on-site
- » Proper handling of electronic images and archive sensitive data while adhering to company protocols and security measures
- » Manage projects in a deadline-driven environment utilizing strong problem-solving, negotiation, and collaboration skills
- » Meticulously document all project details for historical records

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SKILLS

USER EXPERIENCE DESIGN

User Research • User Interviewing • Empathy Maps • Affinity Maps • User Personas / Archetypes • Sketching • Wireframing • Wireflowing • User Psychology • Journey Mapping • Usability Testing • Storyboarding • Information Architecture

USER INTERFACE DESIGN

Web Design • UI Design Principles • Mobile UI • User-Centered Design • Design Patterns • Design Thinking • Low Fidelity Prototype Design • Interactive Prototype Development

BRAND IDENTITY

Brand Boards & Style Guides • Logo & Identity • Design System Guides

SOFTWARE

Figma • Marvel Prototyping • Miro • Adobe Creative Cloud

PROJECT MANAGEMENT

Project Requirements • Proposals • Onboarding • Creative Design Briefs

EDUCATION

UI/UX Design, Certification 2020
Springboard

Intensive course in UI/UX methodologies & technologies

Electrical Engineering, Bachelor of Science
Kettering University
Minor in Computer Science

AWARDS

2nd Annual Jay Gould Memorial Award 2010
*Award for Creative Vision on
Cycling for Sight Charity Brand*