



Ben Kennerly / Mobile UI/UX designer
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EXPERIENCE **QVC / User Experience Designer / May 2014–Jan 2016**

- Lead global UI design for QVC's U.S. and international iPhone, iPad, and Android apps.
- Produce high-fidelity prototypes, annotated visual mockups, and production-ready creative assets.
- Led two junior designers to create new UI for Android app live in Google Play store. Optimized app for phone and tablet screen sizes. This increased active users and improved conversation rate over old app by 50%.
- Enhanced iPhone app with new branding, product gallery listings, and larger product images. Updates led to improved Apple App Store rating of 4.5 out of 5 stars.

QVC / Web Designer / Aug 2013–May 2014

- Designed email campaigns for the company's top brands targeting the food, home, and garden categories.
- Led successful redesign of the *What's New* eNewsletter, the company's most profitable email series. This eNewsletter now earns over 1 million dollars each week.
- Partnered with data scientists to develop multiple targeted email campaigns. Projects included an email series targeting existing Keurig coffee customers with related product offers and editorial content.
- Promoted to User Experience Designer in May, 2014.

QVC / Web Production Artist / Aug 2011–Aug 2013

- Designed email campaigns for electronics, fashion, jewelry, beauty, food, and home products.
- Developed skills in layout, typography, in-studio photo art direction, and photo retouching.
- Took initiative to design an email style guide after observing inconsistent visuals. This guide established consistent use of graphic assets by email design staff and new employees.
- Promoted to Web Designer in August, 2013.

Minuteman Press / Graphic Designer / Aug 2010–Aug 2011

- Led design, prepress, and production of client and company marketing materials.
- Graphic design work included signage, direct mail, brochures, and multi-page documents.
- Preflight of graphic files for digital and offset print output.
- Heavily involved in business development, product pricing, external vendor research, and customer service.

The Gallery at Penn College / Graphic Designer / May 2009–May 2010

- Designed art exhibit promotional materials including posters, signage, and direct mailing pieces.
- Designed and installed large exhibition graphics.

EDUCATION **Master of Arts / Communication Studies**

West Chester University, 2012–2015

Continuing Study / Web Development

Montgomery County Community College, 2010–2011

Bachelor of Science / Graphic Design

Pennsylvania College of Technology, 2006–2010

TOOLS Sketch App. Photoshop. Illustrator. InDesign. InVision App. Keynote.