

BEN KENNERLY Product Designer / benkennerly.com / ben@benkennerly.com / 610-908-7096

EXPERIENCE **The Climate Corporation** / **Product Designer** / **Apr 2016–Jul 2019**

- We help the world's farmers sustainably increase productivity with digital tools.
- Designed web application allowing farmers to track and reduce the spread of nitrogen fertilizer. As the principal designer, I built wireframes, gained concept validation, participated in usability studies, and created high-fidelity prototypes & specifications for developers.
- Built and maintained style guide used by design & engineering teams on Climate.com.

QVC / **User Experience Designer** / **May 2014–Jan 2016**

- Led UI design for QVC's U.S. and international iPhone, iPad, and Android apps.
- Produced 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, gallery product listings, and improved product images. Updates led to improved Apple App Store rating of 4.5 out of 5 stars.

QVC / **Web Designer** / **Aug 2011–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.

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

Bachelor of Science / **Graphic Design**

Pennsylvania College of Technology, 2006–2010

SKILLS Product Strategy. User Research. Wireframing. Interaction Design. Visual Design. Animation. Prototyping.

TOOLS Figma. Sketch. InVision. Origami Studio. Photoshop. Illustrator. Keyshape. HTML. CSS.