Ben Scammels BA (hons)

Brighton, UK
+44 (0)7776 077717
mr_scammels@outlook.com
benscammelsdesign.com | www.linkedin.com/in/ben-scammels

A senior product designer with over 18 yrs experience. I apply user centred research and design methods to work on projects end-to-end.

I enjoy designing for complex needs and helping businesses strategise their solutions. I'm passionate about making relevant and exciting products that work for people.

Experience in: SaaS, public sector, energy, e-commerce, education, travel and fintech.
Client list: EDF Blue Lab, DIT & HMRC (Gov.uk), ASOS, RSA, Boots, Fidelity and Brandwatch.

DESIGN AND RESEARCH APPROACHES

Discovery

User and business interviews and research, workshop facilitation, competitor analysis, presentation of discovery findings to stakeholders and product teams.

Ideation and validation

Design workshops, information architecture and taxonomies, user and system flows, high and low fidelity prototyping, usability testing (in-person and remote) and reporting.

Delivery

UI/interaction design and prototyping (Figma, Sketch, HTML/CSS), interaction specification, handover to dev teams, test/iteration cycles. Supporting scrum teams through Agile sprints.

Betas and launch

Monitoring via analytics (Heap, Hotjar), surveys, usability testing. Reporting and iteration.

Additional skills & experience

- Establishing design processes within organisations
- Remote working methods
- Mentoring team members
- In-house and agency experience
- HTML/CSS/JS
- Design talks: http://tinyurl.com/UXBtalk

"Ben's skillset is unique: he functions equally well as a senior researcher as he does a senior product designer and that means he can shepherd a project from the early discovery/problem definition phases all the way through to delivery and evaluation."

Paul Siegel
(Product Director @ Brandwatch)

CAREER HISTORY

[Senior product designer & researcher](#) Brandwatch *(B2B tech SaaS, August 2020 to present)*

- Leading projects for roadmap features to ensure they satisfy the business and users
- Designing usable B2B SaaS products on top of highly technical foundations
- Collaborating with data science, engineering, customer and product teams
- End-to-end: research, discovery, design, testing and delivery
- Implementing research and design processes

Contract product designer & researcher Ben Scammels Design Ltd *(June 2016 - August 2020)*

[Into Global](#) UX designer and researcher *(Education, March 2018 - May 2020)*

A 2 year period consulting for this global education provider and designing it's key products

- Undertaking research projects to help the business plan their product roadmap
- Researching and designing for their key B2B product which is responsible for 80% of their revenue
- Working with Head of design to implement design and research processes

Fidelity International UX designer *(Fintech, August 2017 - March 2018)*

HMRC Interaction designer *(Gov.uk, March 2017 - July 2017)*

[EDF Blue Lab](#) Senior product designer *(Energy, August 2016 - March 2017)*

- Start-up style teams working on innovation projects to be absorbed into the business
- Mobile product for electric vehicle owners to share and rent chargepoints
- Covering research, UX design and UI styleguides

Department for International Trade User researcher *(Gov.uk, June - August 2016)*

Senior product designer
Lowcost Travel Group *(Travel, 2014 - 2015)*

Digital designer & front-end developer
Secretsales *(E-commerce, 2010 - 2012)*

UX designer and project lead
The Unit *(Agency, 2014 - 2015)*

Senior digital designer eDialog *(E-commerce, 2007 - 2010)*

Digital designer Makemedia *(Agency, 2012 - 2014)*

Digital & graphic designer
ASOS.com *(E-commerce, 2005 - 2007)*

Full career history: www.linkedin.com/in/ben-scammels

QUALIFICATIONS

BA (hons) Graphic Design (2.1) - Camberwell College of Art (University of Arts London) 1997 - 2000
BTEC Foundation Art & Design - Reigate School of Art & Design. 1997
3 A-Levels, 9 GCSE's. 1992 - 1996