Ben Appleby

- UX / UI Designer
- User Researcher
- Service Designer

"I'm a methodical problem solver who helps startups, agencies & enterprises achieve measurable user outcomes"

💼 Folio

www.theproblemstatement.uk

🚀 Key Characteristics

- Empathetic & User-centred
- Data-driven & Analytical
- Collaborative & Supportive
- Flexible & Adaptable

🛠 Design Tools

- Figma, ProtoPie
- Sketch, Adobe XD, Zeplin
- Pen & Paper
- Wipe-board & Marker

🔬 Research Tools

- Notion, Airtable
- Snag-it, Zoom
- Post-it notes

💬 Communication Tools

- Slack
- JIRA | Confluence
- Miro

🏆 Awards

- NN/g Nielsen Norman Group
- Bowen Crags Index #3
- Digital Effectiveness Award

Recent Experience

Proxy Wallet Web3 (BYND) | Aug '22 - Oct '22

Senior UX Design (Freelance) - I joined the Crypto & NFT wallet project mid-flight but was able to use my experience of Web3, and designing wallets to quickly on-board and produce wireframe designs and user flows. I helped to up-skill the squad and guide the UI team as they brought the concepts to life while maintaining strong UX principles.

- Analyse complex requirements
- Create wireframes, storyboards & user flows
- Presented to clients

Elliptic Web3 | Aug '21 - Aug '22

Senior UX Design & Research (Freelance) - I led product discovery research and established a structured research repository using Notion to harvest insights and drive product decisions. I designed the UX and UI of an extremely complex visual blockchain explorer tool while maintaining a simple user experience.

- Discovery & Usability Research
- Research Synthesis & Analysis
- UX Data Visualisation
- UI & Interaction design

CoinBurp Web3 | Apr '21 - Aug '21

Senior UX Design (Freelance) - I originated the UX design for CoinBurps Staking and DeFi app and refined their IOS trading app interface. Due to timing and budget I provided 'quick & dirty' insights via internal surveys and polls on Slack to measure the experience and improve the UX flows.

- UX wireframe concepts
- User flows
- Rapid feedback gathering

Shell | Oct '20 - Apr '21

Senior Service Design & User Research (Freelance) - I co-ordinated and executed international user research in India, Indonesia, US & Mexico to provide insights for a B2B e-commerce experience. I also provided Service Design for a US B2B2B e-commerce platform. Following a series of interviews I synthesised the results into a service blueprint to assist the international planning of the platform.

- Recruiting, designing, preparing & conducting research activities
- Research synthesis & analysis
- Service design blueprints

B&Q (Nimbletank) | Oct '20 - Apr '21

Senior Service Design (Freelance)- Using resources such as ethnographic research, in-store photography, B&Q websites and tradesmen patterns I mapped the end-to-end CX journey. I mapped out the customer experience of; considering, designing, buying and installing a new kitchen. This provided the client team with a rich resource in which to plan the internal service logistics and on/offline experiences.

- Ethnographic research analysis
- Persona creation
- Desk research
- CX journey mapping
- Service design blueprints

Recent Experience Cont.

Visionable | Oct '20 - Apr '21

Senior User Research (Freelance) - I planned, set up and initiated user research for the health-tech video conferencing tool used by private and NHS teams. I booked and ran 11+ hrs of 1-2-1 usability studies. I deployed customer surveys and analysed help desk queries. Working with product managers, designers and developers I helped turn insights into positive user outcomes.

- Recruiting, designing, preparing & conducting research activities
- Analysing research data
- Presenting insights to product team

Coople | Oct '19 - Jul '20

Senior Service Design | UX Design (Freelance) - I ran workshops, user/business interviews, conducted ethnographic and user research to map the end-to-end Billing & Payroll process; hours worked, payslips, invoicing for a temporary staffing app. The data surfaced top tasks, systems, data flows, UI interactions, documents & workflow. I created a service blueprint that supported the design of a new invoicing and payroll service.

- Business interviews & workshops
- Systems & integration mapping
- Ethnographic research
- UX & UI Design
- Design system creation

Dentsu Aegis Network | Mar '19 - Sep '19

Senior UX Design (Freelance) - I helped to reduce costs and drive transformation on and end-to-end media buying platform. I worked across multiple work streams including Global Navigation, Data Refinery, User Management. I led research initiatives in New York, Singapore, Brazil and the UK with telephone interviews, surveys, and remote user testing of prototypes.

- User & business interviews
- Technical UX design
- Component library population

Next Layer | Mar '18 - Mar '19

Product Management | UX Design | User Research (Freelance) - I produced a unique IOS app with AR, speech-to-text and audio dictation. I hired a team of developers, architects and visual designers. I synthesised previous research to enable quick access to the insights. I launched a Beta program to test early iterations. I then moved onto usability testing to improve the interaction design and got feedback for new features.

- Product management
- Recruitment
- Technical management
- Product design
- User research

EY (Wunderman) | Aug '17 - Dec '17

Senior UX Design (Freelance) - I developed the IA and UX for EY corporate website. I mapped out user flows, worked closely with the clients to transform their requirements into tangible and testable prototypes. We then ran several user testing session to optimise the experience before working with the UI designers to ensure the user experience was maintained.

- Information architecture
- Client management
- User research
- UX wireframes

More experience

Curation Corporation | Senior UX Consultant | Jan '18 - Mar '18
Barclays| Senior UX & Design | Nov '16 - Jul '17
Apple | Senior UX Design | Oct '16 - Nov '16
MOO | Senior UX Research | Jul '16 - Sep '16
Wunderman UK | Senior UX Design & Research | May '16 - Jul '16
BBH London | Senior UX Design | Jan '16 - May '16
The Engine Group GmbH | Senior UX Design | Jun '15 - Dec '15

See full experience on my LinkedIn Profile