Benjamin Poffley

Product Designer

I am a highly skilled designer, creator and storyteller with over a decades experience crafting solutions to meet business goals and user needs. With a background in graphic design and motion design, as well as filmmaking and creative strategy, I've worked with small organizations and large enterprises—and even built a successful agency from the ground up. I have a self-starter mindset, and I love using a broad range of tools and expertise to collaborate with teams and deliver solutions that really make an impact.

CONTACT

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(479) 435 1803

SKILLS

Design: Adobe CC · Design Thinking · Figma · Information Architecture · Interaction Design · Rapid prototyping · UI/UX design · User-centered Design

Leadership: analytical · Collaboration · Influential Communicator · Stakeholder Management · strategic mindset · system thinking · Team Leadership

Strategy: Agile Methodologies · Problem Solving · Project Management · self-starter mindset · Strategic Thinking

Collaboration: Collaborative · Presentations · Workshopping

Creative: Creative Developement · Motion Graphics · storytelling · Video Editing

ProjectManagement: Confluence · Jira

WORK EXPERIENCE

Creative Strategist
Oct '24 - Present
Viridion LLC · Remote, US

· Formulated and executed digital design strategies using multimedia design for global initiatives.

· Collaborated with cross-functional partners, multitasking with competing priorities to align messaging and design.

· Bringing latest design, technology and UX trends into the organization and utilized to create new opportunities.

· Journey maps created (including user flows based on user scenarios) for the registration journey for a global event that led to increased sign-ups.

Product Designer
Apr '22 - Oct '24
Coventry University · Coventry, UK

· Lead Product Designer, responsible for user experience design, user interface design, accessibility considerations and driving user-centric solutions and design excellence through the full product lifecycle.

· Managed a UX team where I provided design direction, coach junior members of the team and lead design research initiatives.

· Utilized Figma for rapid prototyping, concept designs, UI designs and mockups for over 100 user stories and worked in Jira and Confluence to facilitate refinement and QA through development to delivery.

· As an integral member of the product team, I demonstrated system thinking, setting strategic product goals and defining the product vision in partnership with the product manager.

· Conducted user research to identify pain points and opportunities, analyzed data on user behavior, collected user feedback and led workshops that resulted in actionable design solutions.

· Collaborated with business stakeholders to align design solutions, utilizing sketches, wireframes, and rapid prototypes, resulting in a 29% reduction in customer support enquiries.

· Developed design system (with component library, design tokens, styles etc.) for a new product that launched successfully within 12 months and built a strong foundation for future iteration and innovation.

· Partnered with developers and testers to ensure successful implementation through effective prototyping, QA and user acceptance testing. All while upholding accessibility standards and utilizing design thinking methodologies.

Founder / Creative Director
Jan '18 - Oct '22
Mazo Creative · Coventry, UK

· Oversight and project management of over 100 solutions for clients, demonstrating self-starter and strategic mindset.

- Strategically developing and guiding design solutions, ensuring each project was customer-centric and achieved business goals.
- Worked with a diverse range of clients to develop and implement their brand identity, manage numerous design initiatives, and deliver impactful creative direction across various media platforms.
- Over 50 web and social media solutions with a focus on bespoke storytelling for clients that saw increased engagement from customers.
- Successfully designed and delivered more than 25 videos, working with content producers in over five countries, and completed over 100 projects.
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Visual Storyteller (Filmmaker/Designer)   Apr '16 - Feb '18
The Church of England · Birmingham, UK

- Managed complex communication projects for a large, multifaceted organization
- Delivered design, video, and branding solutions for senior leadership
- Led on design strategy and execution, ensuring that all media aligned with the organization's brand and messaging goals
- Conducted one-on-one training in media production and broader communication strategies

Ethos Media Co-ordinator   Jan '14 - May '16
Grace Academy · Coventry, UK

- Responsible for devising and pitching strategic communication initiatives, ensuring alignment across internal and external audiences.
- A key focus was on developing cohesive brand identities and visual systems for three academies within the network.

EDUCATION

York St. John University | Bachelor of Arts (BA)
Film & TV Production · Grade: 1 · Graduation: Jan '14

Nexus Institute of Creative Arts | Certificate
Music · Graduation: Jan '11