

Ben Sheckman

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S U M M A R Y

Digital strategist, business partner and team leader with over 20 years of hands-on and management experience in the design, development and execution of innovative interactive user experiences across platforms and industries. Successfully led and inspired cross-functional teams in delivering consummate digital solutions and actionable results against clear strategic objectives based on the synthesis of user-centered research and the application of best practices for interaction design, information architecture and usability engineering. Fostered the growth of practice groups and contributed to the creation of new service offerings.

P R O F E S S I O N A L E X P E R I E N C E

Crestron Electronics – Director, User Experience

Rockleigh, NJ (2016/3-2018/8)

Home Automation and Enterprise Control Systems

Senior leader responsible for the growth and development of an internal User Experience function within the Architecture & Design organization, in support of a business-wide strategic goal of improving the overall quality of the user experience of Crestron's suite of enterprise & residential control UIs, mobile applications and dealer-facing setup applications.

- Managed and mentored a staff of UX designers in the creation of design artefacts supporting multiple projects
- Oversight and coordination of agency vendor partners supporting execution of UX design & UI development
- Led development of the strategic vision for a converged & enhanced user experience for enterprise applications
- Responsible for defining the integration of user-centered design (UCD) methods into the PDLC process
- Spearheaded efforts to create a web configuration design system and UI framework & component library
- Conducted first-ever product usability testing
- Led the development of a design pattern library

REDI Global Technologies – Head of User Experience (consultant)

New York, NY (2015/2-2015/12)

Institutional Financial Trading Platform

As part of the leadership of the Product Management team, responsible for facilitating and overseeing the delivery of UX architecture and design delivery in service of new product development as well as ongoing incremental enhancements of the company's flagship institutional trading platform.

- Crafted next-generation UX business strategy incorporating innovation initiatives forecasted to return greater than \$1MM in annual revenue
- Planned and conducted first-ever programs of quantitative and qualitative user research, inclusive of contextual inquiry, behavioral data analysis and usability studies
- Led efforts to refine UX designs for new product version in collaboration with contract UX staff
- Conducted design studio sessions to ideate potential new product UX
- Spearheaded the development of strategy for a customer self-service portal
- Created research-based user personas

Sparta Systems – Director, User Experience

Hamilton, NJ (2012/2-2014/12)

Enterprise Quality Management Software Solutions

For a \$90MM enterprise software company, led the establishment of an internal User Experience function within the Product Strategy & Management organization, in support of a business-wide strategic goal of improving the overall quality of the user experience of Sparta's suite of enterprise application offerings.

- Responsible for developing the strategic vision for a future-state enhanced user experience by identifying and prioritizing usability enhancement opportunities
- Overseeing user interface design activities in support of new features across web & mobile platforms
- Pioneered the inclusion of user-centered design (UCD) methods and techniques (e.g. user personas, journey maps, wireframes, pattern libraries, UI prototypes) into the product management and agile development lifecycles
- Managed and mentored a staff of UX designers in the creation of design artefacts supporting multiple projects
- Oversight and coordination of agency vendor partners supporting execution of UX design projects
- Product Manager for the UX (R)evolution initiative
- Championed the use of Lean UX methods to integrate UX design techniques into the agile development approach
- Established Customer Engagement Program enabling qualitative and quantitative voice of customer and user satisfaction research, including conducting first-ever usability testing program

EMC² Consulting – Practice Lead, Digital Strategy

New York, NY (2011-2012)

Global Technology Strategy and Management Consulting Services

Senior leader for a Digital Strategy practice group serving as an internal interactive agency and service line within EMC's global consulting services division delivering innovative experience design and solution development services.

Responsible for leading teams in successful delivery across multiple projects, for business development support and for operationalizing the group's resource management.

- Oversight and coordination of assignment and utilization of thirty-plus resources across multiple client projects
- Developed proposals, statements of work and revenue and cost estimates in support of business development efforts driving annual practice revenue of approx \$3MM
- Managed cross-functional teams of both contract and full-time staff in the delivery of Digital Strategy engagements including the re-design of a financial advisor desktop for the largest US advisory joint venture, re-envisioning the client on-boarding processes for a Fortune 100 financial services firm, and helping the world's largest animal health pharmaceutical business to develop a new multi-channel digital customer experience strategy

Pfizer, Inc. - Senior Manager, User Experience

New York, NY (2006-2011)

Global Pharmaceuticals

One of the founding members of a newly-formed internal User Experience team brought into the Worldwide Technology organization to help institutionalize user-centric IT solution lifecycle methodologies and practices and to improve the overall quality of the user experience for employees, partners, patients and healthcare practitioners alike.

- Lead UXD role on a \$20MM program to enable customer-focused, multi-channel, closed-loop marketing, involved in defining the Customer Experience core value propositions and championing efforts to measure ROI and other qualitative KPIs
- Managed UXD contract resources and vendors, including hiring, writing RFPs, reviewing proposals, negotiating SOWs, monitoring budgets and invoicing
- Developed a portable usability lab service offering and led usability testing efforts
- Championed efforts to establish a user experience practice, establish the User Experience Specialist as a global IT role and contributed to the definition of Enterprise SLC processes for UXD
- Regularly evangelized and educated as to the nature and value of User Experience Design and contributed to extending the reach of the group across department teams by mentoring others on best practices
- Supported Team Leader in the creation of strategic plans and engagement models
- Pioneered the use of a standard measure of user satisfaction as part of post-deployment success metrics
- Led the team of UXDs and BAs on a \$5MM project to develop business requirements and specifications for a new system to be used for automating a largely manual workflow process for creation of marketing materials

BusinessEdge Solutions - Senior Information Architect

East Brunswick, NJ (2005-2006)

Strategic IT Consulting

Led both strategic and tactical user experience activities on client engagements across life sciences, telecommunications and financial services industry verticals. Tasks and deliverables included leading and facilitating primary user research, competitive analyses, heuristic inspections, defining taxonomies, developing user personae, interaction design and UI prototyping as well as end-user documentation and acceptance testing.

- Championed efforts to establish a user experience design community and practice
- Contributed to the development of a User Adoption Management offering
- Led the user research and interaction design efforts for a multi-year multi-million dollar transformational project to develop an employee portal for Client Associates in branch offices for a Fortune 100 financial services firm
- Key member of the team that helped define an Internet E-Commerce strategy for one of the world's largest telecommunications companies in a post-merger environment

OmniModis Design/OX Interactive, LLC - Chief Experience Architect

Cranford, NJ (2001 – 2005)

Multi-channel experience design consulting

Executive in charge of leading customer experience consulting activities for an omnimedia experience design firm. Sold and managed engagements to help clients define and deliver multi-channel, brand-enhancing experiences to target constituencies. Employed a user-centric delivery methodology that included activities spanning from customer segmentation and competitive analysis, to design critiques and usability validation, to interaction design and information architecture.

- Co-led and managed internal team and external vendors in the re-design of the online presence for a multi-million dollar jewelry manufacturer, including improving SEO and incorporating site analytics.
- Successfully led a team of user experience designers in translating business requirements into customer experience strategy and UI design specifications on a large-scale, complete Web site re-design effort for a Fortune 500 retail brokerage and diversified financial services firm.
- Co-led efforts to define the user experience strategy for an enterprise-wide intranet portal at one of the world's largest insurance firms, resulting in the creation of a UI design that received high marks on quality.

- Created brand and relationship strategies and guidelines for a new telecommunications manufacturing company spun out from a major industry player. Successfully translated brand identity and messaging into executions across channels, including online, print, video and environmental design.
- For the design and development of an enterprise intranet portal at the world's largest insurance brokerage (partly as a FTE), facilitated the definition of requirements, co-led the establishment of a user experience strategy, designed all UI specifications and was responsible for coding the front-end in an environment utilizing WebSphere / J2EE / JSP / JSTL / XSLT, which received a quality rating of 9.5 out of 10 on user satisfaction.

Mainspring [an IBM company] - Manager, Customer Experience New York, NY (2000 - 2001)
Internet strategy professional services firm

Team leader and project manager responsible for providing strategic consulting expertise to Global 2000 clients, particularly in the financial services industry. Worked with cross-departmental client teams to define interaction design, information architecture, usability engineering and customer relationship strategies. Responsibilities included account, project and team management, effort scoping, contributing to business development and sales, facilitating requirements gathering, use-case development, interface specification, application prototyping and user acceptance testing.

- Guided project team to define core competencies, skill requirements and organizational structure necessary to grow an interaction design and information architecture practice more than 500% over an 18-month period to satisfy market demand and increase service capacity.
- Mentored and coached junior colleagues to support corporate culture of individual growth and empowerment and to promote knowledge sharing.
- Authored and contributed to the development of process and methodology documentation and deliverable execution toolkits to expedite new hire orientation and increase delivery productivity.
- Initiated the development of a qualitative assessment service offering that led to \$2MM in sales.
- Designed a data visualization method that is currently under application for patent.

Netfolio.com - Director of Design Greenwich, CT (1999 - 2000)
Online high net worth retail investor products and services

As manager of the Web site interface design and development team, oversaw a group of Web programmers and graphic artists in the rapid design and development of the client-facing aesthetics and functionality of a financial-services e-commerce Web site. Responsibilities included hiring of staff, site content information architecture, design and creation of 'look-and-feel', usability heuristic analysis, development of content-management strategy and procedures.

- Developed a functional prototype for demonstration that led to a major online brokerage offering to acquire the company for \$300MM.

J.P. Morgan - Web Design and Development Consultant New York, NY (1997 - 1999)

Stanford Coaching, Inc. – Marketing Manager New York, NY (1995-1997)

Berwyn Productions - Asst. Video Editor and Engineer New York, NY (1993 - 1995)

E D U C A T I O N

Yale University, New Haven, CT - BA, Psychology with Theater Studies, 1993

Course work included: Concentration in early childhood and cognitive development, statistical analysis.

Queen Mary's, University of London, England - Junior Term Abroad, Spring 1992

S K I L L S

BUSINESS: Project Management, Team Leadership, Group Facilitation, Business Development, Requirements Elicitation and Definition, User-Centered Design, Lean UX, Agile Methods

APPS: MS Project, MS Office, Visio, Dreamweaver, Photoshop, Illustrator, InDesign, OmniGraffle, Axure

LANGUAGES: AJAX, HTML, DHTML, XHTML, CSS, JavaScript, Java, JSP, JSTL, PHP, SQL, XML, XSLT

PLATFORMS: Mac, Windows

A W A R D S

Patents (pending):

Generating and providing information about expected future prices of assets and visualization of asset information.

P U B L I C A T I O N S / Q U O T E S

[Why Customers Hate Your Website](#), Ecommerce Times, 2.15.06