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**BENJAMIN R. GEMBORYS**  
UX Design/ Product/ Marketing

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## **SUMMARY**

Empathetic user experience designer extraordinaire with 16+ years of experience delivering intuitive user-focused design. Seeking to advance your applications with delightful features that have a significant impact on your organization's growth.

## **PROFESSIONAL EXPERIENCE**

**Senior Product Designer, Applause - Framingham, MA - [applause.com](http://applause.com) December 2020 - October 2023**

- Developed wireframes, high fidelity mockups, and prototypes of intricate ux flows across an ecosystem of four different customer, internal, and community-based quality assurance apps available for desktop and mobile devices.
- Collaborated closely with product management, designers, developers, quality assurance engineers, and customer operations to support end-to-end Scrum sprint projects involving user research, UX strategy, and visual/UI design.
- Inaugurated a unified product design system of reusable components encompassing all states and user experiences.
- Worked directly alongside engineers to refine the CSS, UX, and Accessibility of each component within the dev library.
- Managed the product design team's user experience output as lead designer responsible for maintaining the Figma design system and acting as the behaviors, patterns, and styles authority across engineering, product, design, and QA.
- Primary stakeholder on the team formed to iterate upon product adoption and development of the flagship B2B app, and championed product marketing efforts to create both video content and an inbound funnel marketing campaign.
- UX stakeholder lead in monthly meetings for the company's writing style guide; instituted guidelines for proper grammar use within the applications' ux writing, writing for the web, and the library of acronyms and terms.

**Product Consultant, Forgeant - Cambridge, MA - [forgeant](http://forgeant.com) August 2020 - December 2020**

- Contributed Go-To-Market strategy advice and provided former founder insight to an employee engagement startup.
- Counseled on product feature prioritization and user interface/ user experience audit.
- Boosted outreach templates by advising on sales tactics and marketing to create an inbound lead generation funnel.

**Digital Designer, Care@Work - Waltham, MA - [care.com](http://care.com) November 2019 - March 2020**

- Enhanced Care@Work's online presence by designing versatile landing pages and emails made for flexible marketing.
- Developed HTML templates within HubSpot to create responsive user interfaces that drive clarity and click traffic.

**Cofounder | CPO | CMO, Qanairy, Inc. - Cambridge, MA - [qanairy](http://qanairy.com) September 2016 - December 2019**

- Founded Qanairy, an artificial intelligence, quality assurance, test automation cloud-based software application.
- Designed user interface from the ground up; building wireframes, high-fidelity prototypes, and the UI front-end.
- Chaired and documented investor, legal, shareholder, advisor, advertiser, and networking meetings.
- Pitched company to investors, accelerators, and corporations in MA, NY, and CA; devised pitch deck and script.
- Facilitated qualitative UX studies such as user interviews, competitive analysis, persona matching, accessibility testing, usability tests, and heuristic evaluation to iterate upon versions; Measured quantitative data with Mixpanel and Heap.
- Evaluated company success by setting monthly OKRs; tracking KPIs to determine ROI for marketing and dev features.
- Produced daily, agile project management updates by using Kanban, Lean UX, and fielding customer support requests.
- Charted global marketing and design strategies; monitored long-term goals and profit and loss statements.
- Established company brand name, product identity, logos, and icons. Developed designs for all marketing channels.
- Authored voice of company across websites, email campaigns, blogs, and social media.
- Wrote, filmed, directed, illustrated, animated, and edited all promotional and demo videos.

**Front End Developer, BJ's Wholesale, Inc. - Westborough, MA - [bjs.com](http://bjs.com)      November 2018 - November 2019**

- Ensured ADA compliance by working with UsableNet to audit the website for accessibility and screen reading needs.
- Coordinated with UX designers to turn Sketch mockups into responsive HTML & CSS for all e-commerce applications.
- Coproduced marketing campaign landing pages and administered ongoing edits for various department pages.
- Spearheaded UX/front-end development for the testing and redesign of various homepage modules to improve CTR.

**Senior UX Designer, BJ's Wholesale, Inc. - Westborough, MA - [bjs.com](http://bjs.com)      September 2018 - November 2018**

- Orchestrated department shareholder meetings to scope e-commerce project requirements and generate wireframes.
- Produced high-fidelity Sketch mockups for redesigns such as the shopping cart, delivery, and order details pages.
- Created assets for home page banners, emails, and site page banners across web and native mobile applications.

**UX Designer, Session M - Boston, MA - [mastercardservices.com/sessionm](http://mastercardservices.com/sessionm)      October 2017 - February 2018**

- Crafted user experience designs for SessionM, a loyalty marketing automation platform; later acquired by Mastercard.
- Conducted user research and interviews to accurately scope web, native mobile, and point-of-sale UX requirements.
- Mocked Balsamiq and Invision design prototypes for rewards systems, GDPR, audiences, reporting, and messaging.
- Oversaw design updates and the creation of an ADA compliant style guide in collaboration with the product team.

**Responsive Designer, Jobcase Inc. - Cambridge, MA - [jobcase.com](http://jobcase.com)      January 2015 - September 2017**

- Revamped user experience on company managed job websites to improve usability and maximize click through rate.
- Responsible for all aspects of designing, optimizing, and testing marketing programs to increase business impact.
- Formulated responsive emails producing up to \$20+ per thousand sends, \$60-\$65k per month for a single campaign.
- Evaluated email analytics and administered A/B testing in order to measure and improve upon performance levels.

**Chief Design Officer, Hypedrive LLC - Cambridge, MA      January 2016 - September 2016**

- Built user interface for a native mobile application that used GPS location to offer promotions from nearby venues.
- Spearheaded product through to beta version of development process and devised a go-to-market strategy.

## **EDUCATION**

**Bachelor of Fine Arts, magna cum laude, Design - 3.6 GPA - University of Massachusetts, Lowell, MA      May 2009**

## **KEY SKILLS**

- Mac & PC: Figma/ Invision/ Sketch/ JIRA/ HTML/ CSS/ Responsive Design/ UserTesting/ Zeplin/ Balsamiq/ Proto.io/ Photoshop/ Illustrator/ InDesign/ SEO/ HTML Editors/ Market Research/ User Personas/ Competitive Analysis/ User Flows/ Storyboards/ User Interviews/ Usability Tests/ Information Architecture/ Sitemaps/ Wireframes/ High-Fidelity Prototypes/ Heuristic Reviews/ Scrum/ Lean UX/ Axure/ HubSpot/ MixPanel/ Heap/ Chatbots/ Google Analytics/
- Receives/gives critique well and is able to excellently communicate, defend, and justify design decisions.
- Organized, friendly, team player passionate about human-computer interaction; a solutions-oriented self-starter.
- Strong knowledge of web UI principles, typography, color theory, and hierarchy necessary for interaction design.
- Marketing and advertising expertise within a wide range of social media platforms and online communities.

## **PROFESSIONAL DEVELOPMENT**

- Avid player of strategy board games that inspire new UX methods to display and manage data using simple interfaces.
- Co-managed [Founders in Artificial Intelligence and Machine Learning](#), a monthly AI startup founders meetup.
- [Startup Coalition](#), [The Capital Network](#), and [HubWeek](#) - attended or presented at startup meetups/events.
- [UXPA](#) and [Market & Munch](#), monthly meetups/presentations with experts in the web and marketing communities.
- Actively stay educated on new UX/UI Design trends and Front-End Development methods with articles on [nngroup.com](http://nngroup.com), [alistapart.com](http://alistapart.com), [smashingmagazine.com](http://smashingmagazine.com), and [css-tricks.com](http://css-tricks.com).
- Advance creative skill set by painting and drawing fine art in spare time.