

BENJAMIN R. GEMBORYS

Senior Product Designer

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www.icebrg.com

978-895-1398

Lowell, MA, 01854, USA

Empathetic user experience designer with 16+ years of experience delivering intuitive human-centered design, mentoring designers, and exhibiting a passion for AI and accessibility. Known for delightful features that have a significant growth impact.

Work Experience

Senior Product Designer

Jun 2007 - Present

IceBRG Designs | Lowell, MA

- Worked with multiple companies to gather user research insights used to help refine and optimize user journeys and features.
- Generated high-fidelity mockups and interactive prototypes for handoff or to be self-developed; created a design system.
- Coached on feature prioritization and go-to-market strategy; performed UI and UX audits and usability testing.

Senior Product Designer

Dec 2020 - Oct 2023

[Applause](#) | Framingham, MA

- Developed wireframes, mockups, and high-fidelity prototypes of user journeys across a SaaS ecosystem of 4 different customer, internal, and community-based quality assurance apps available for desktop, iOS, and Android mobile devices.
- Collaborated in cross-functional teams leading the design process end-to-end; focused on user research and Lean design.
- Owned the Figma product design system and mentored teams on UX as design leadership, regulating patterns and attention to detail across departments and working with international engineers to maintain inclusive, accessible component design.
- Managed product adoption UX and storytelling of the flagship B2B app; championed UX simplicity and easy of understanding to make complex functionality and data management more approachable.
- Instituted UX taxonomy and grammar guidelines for use in development, the applications' ux writing, and writing for the web.

Digital Designer

Nov 2019 - Mar 2020

[Care.com](#) | Waltham, MA

- Enhanced online branding via HubSpot landing pages and emails that drove monthly demo engagement up 3%.

Cofounder, Chief Product Officer, Chief Marketing Officer

Sep 2016 - Dec 2019

[Qanairy, Inc.](#) | Cambridge, MA

- Founded an AI, machine learning, QA, test automation software application and designed the UI front-end from the ground up.
- Chaired and documented investor, legal, shareholder, advisor, advertiser, sales, and networking meetings.
- Facilitated qualitative UX research via user interviews, competitive analysis, accessibility testing, and user testing to identify new feature opportunities; Measured quantitative analysis by making data-driven insights with Mixpanel and Heap.
- Set business goals for product strategy success and OKRs; tracking KPIs to identify ROI on marketing and dev features.
- Established global marketing strategy and partnerships; monitored long-term business needs and profit and loss statements

Front End Developer

Nov 2018 - Nov 2019

[BJ's Wholesale, Inc.](#) | Westborough, MA

- Ensured ADA and WCAG 2.1 compliance by working with UsableNet to audit bjs.com for accessibility and inclusivity needs.
- Constructed e-commerce marketing campaigns, coded design solutions, and improved home page CTR by 7.8%.

Senior UX Designer

Sep 2018 - Nov 2018

[BJ's Wholesale, Inc.](#) | Westborough, MA

- Produced high-fidelity Sketch mockups for B2C e-commerce shopping cart, delivery, and order details redesigns.

- Created responsive HTML assets for landing pages, emails, and display ads across web and native mobile applications.

UX Designer

Oct 2017 - Feb 2018

[SessionM](#) | Boston, MA

- Gathered feedback and product requirements to scope web, native mobile, and point-of-sale UX needs for a loyalty platform.
- 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

Jan 2015 - Sep 2017

[Jobcase Inc](#) | Cambridge, MA

- Responsible for graphic design, UX, and A/B testing user interfaces; Increased job search user engagement by 5.2%
- Formulated responsive emails producing up to \$20 per 1,000 sends, \$60-\$65k per month for a single campaign.

Creative Designer

Jul 2009 - Dec 2014

[MPAY Inc.](#) | Waltham, MA

- Piloted visual design of a content library and development of a financial services company website on HubSpot's content management system resulting in a 35% increase in visitors, a 242% increase in leads, and an 11% conversion rate to clients.

Core Skills

Mac & PC / Figma / Invision / Sketch / Miro / JIRA / HTML / CSS / JavaScript / SEO / Adobe Creative Suite / Balsamiq / User Personas / UserTesting / Heuristic Analysis / User Journeys / User Interviews / Usability Tests / Information Architecture / Site Maps / Wireframes / High-Fidelity Prototyping / PowerPoint / Lean UX / Kanban / Axure / HubSpot / Mixpanel / Heap, Effective communication skills: friendly, receives/ provides feedback well; articulates and defends design reasoning, Adaptable problem solver with knowledge of best practices, UI principles, and hierarchy necessary for interaction design.

Education

University of Massachusetts - Lowell

Aug 2005 - May 2009

Bachelor of Fine Arts Graphic Design - GPA 3.6

Interests

Actively stay educated on new UX and UI Design standards and Front-End Development innovation. Lover of strategy board games that inspire new UX methods to display and manage data using simple interfaces. Advance creative skill set by painting and drawing fine art. Attends UXPA and Market & Munch, monthly meetups/presentations with UX and marketing experts.