

# BENJAMIN PHILLIPS

## PRODUCT DESIGNER

Los Angeles, CA

## EXPERIENCE

### Product Designer I / Cambridge Mobile Telematics

MAY 2022 - PRESENT (REMOTE)

- Designed usage-based insurance and gig incentive apps for over 50 companies including State Farm and Amazon.
- Responsible for a total user base of 10,000,000 MAUs.
- Redesigned top customer's app with over 5,000,000 MAUs.
- Reduced churn by 8% and increased retention by 7%.
- Launched a 20 push notification messaging campaign for Nationwide to reduce distracted driving.
- Increased NPS by +14 points for top customer.
- Conducted moderated user interviews to understand user pain points and jobs-to-be-done.
- Mapped out customer and user journeys across top 10 customers.
- Facilitated Lean UX Canvases and other design thinking methods across cross-functional teams.
- Implemented new design system features in Sketch and Figma.

### UX Design Intern / Upped Events

AUGUST 2021 - MARCH 2022 (REMOTE)

- Designed 8 responsive iOS, Android, SaaS, and Web projects for a fast-paced B2B startup company.
- User tested designs to validate integrity and effectiveness.
- Trained new interns to use the design system and prototyping features in Figma.

Benjamin-phillips.com

Password: Gardenia2474

bphillips0172@ucla.edu

(831)-601-2901

linkedin.com/in/ba-phillips

## EDUCATION

### University of California Los Angeles

B.A. Anthropology

Dean's Honors

### Coursera

Google UX Design -  
Certificate

### Nielsen Norman Group

Interaction Design  
(In-Progress)

## SKILLS

Visual Design  
Interaction Design  
Prototyping  
User Research  
Agile Framework  
HTML  
CSS  
Bootstrap

## TOOLS

Figma  
Sketch  
Jira  
Miro  
Confluence  
UserTesting.com  
Invision