Benjamin Araica | UI/UX Designer

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WORK EXPERIENCE

NOYACK   New York, NY (Remote)
UI/UX Designer   *Sept 2024 – Present*

- Revamped NOYACK website with a user-first approach, creating a clear engaging narrative to solve user needs.
- Collaborated with a team of 6 to rebuild NOYACK's site and develop the user base by increasing user engagement.
- Defined information architecture for seamless web exploration of investments leading to increased conversion.
- Implemented custom CSS and Javascript on the front end of the website to support custom design development.
- Mentored 2 junior marketing designers in design and branding, fostering their expertise and professional growth.

Steinmann Designs   Houston, TX (Remote)
UI/UX Designer   *Jan 2024 – Dec 2024*

- Redesigned electronic health dashboard to prioritize essential information, improving task efficiency by 35%.
- Reduced time accessing patient charts and scheduling appointments creating more systematic and logical processes.
- Conducted extensive user research, including interviews and usability testing with healthcare professionals.
- Designed beautiful UI components, visual designs, and cohesive grid systems to be integrated across systems easily.

MODIFI   Berlin, DE (Hybrid)
UI/UX Designer   *Aug 2022 – Dec 2023*

- Led a comprehensive redesign of MODIFI's shipment platform, resulting in a 40% increase in tracking adoption.
- Designed intuitive and and responsive user interfaces iterated on from usability testing and feedback sessions.
- Gathered product knowledge from SMEs, stakeholders, and sales teams to optimize designs for buyers and sellers.

Hatchmed   Seattle, WA (Remote)
UI Designer   *Jul 2021 – Aug 2022*

- Spearheaded app redesign, expediting individual patient requests, assigning them to specific members of the care staff.
- Conducted extensive user research to understand the unique needs of healthcare professionals and patients.
- Prioritized feature requests based on user and stakeholder feedback. Modernizing the software UI for patients.
- Adjusted design layouts for iPadOS to enable requests such as ordering ice, snacks, and water, adjusting the lights inside the room, calling the nurse, and communicating with the care staff to be intuitive with a touchscreen iPad.

EDUCATION

Kobe Design University   Kobe, JP
Master's Degree in Interaction Design

SKILLS

Skills: User Interfaces, Interactions Design, Prototyping, Flow Diagrams, Design Systems, Wireframing, User Research
Technical Skills: HTML/CSS, JavaScript, Tailwind
Design Software: Adobe Creative Suite, Figma, FigJam, Optimal Workshop, Userbrain, Usertesting.com