

Benjamin Logan

User Experience Designer

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Awards & Recognition

- **AIGA Design Slam Competition Round Winner** - American Institute of Graphic Arts Colorado, 2021
- **Glen D. Beebe Scholarship For Excellence In Design** - University of Northern Colorado, 2021
- **Trustee Scholarship for GPA over 3.8** - University of Northern Colorado, 2021
- **Summa Cum Laude** - Aims Community College, 2020

Skills

Adobe Creative Suite, UX Design, Figma, CSS, HTML, PHP, JavaScript, Liquid, React, Wordpress, Shopify, Microsoft Clarity, Google Analytics, Responsive Design, Graphic Design, Typography, Color Theory.

Education

University of Northern Colorado / **B. A. of Visual Arts – Graphic Design**

August 2020 - May 2023, Greeley, CO

- Graduated the University of Northern Colorado studying under Prof. Mark Fetkewicz. GPA of 4.00.

Aims Community College / **A. A. & A. S. – Liberal Arts**

August 2016 - May 2020, Greeley, CO

- Specialized in programming for responsive and mobile applications, proficient in Java, C#, Python, and C++. GPA of 4.00.

Aims Community College / **Certificate – C# Programming**

August 2016 - May 2020, Greeley, CO

- Developed functional programs using C# in the visual studio environment and received an official certificate in C# development for completion of required courses.

Experience

Garner Agency – **User Experience Designer**

February 2023 - February 2024, Ridgeland, MS

- Optimized client websites for better conversion rates. Improved the conversion rate of a certain client website by 400%+ over a 3 month period.
- Designed branding components and standards for multiple internal subsidiary companies as well as for external clients.
- Worked directly with clients to develop marketing materials, update website content and improve functionality.
- Collaborated with clients and backend developers to map user journeys, navigation structures, and create wireframes.

- Implemented Microsoft Clarity to better understand user interactions, areas of opportunity & monitor conversion events.
- Developed materials to acquire new clients. Led rebranding initiative resulting in a new website, updated service offerings, and streamlined discovery & intake processes.

Verizon - Specialist

June 2021 - December 2022, Greeley, CO & Houston, TX

- Developed teammates by collaborating on sales, improving the store's home products take rate from below 8% to above 14.5% over 3 months.
- Coordinated with teammates to introduce new products and inform customers of the advantages of business accounts. Led store to 200% to quota for business and home internet in Q4 of 2022.
- Studied discovery-based and solution-based selling to more effectively present products, improving personal accessory revenue from roughly \$4,000/mo to over \$7,000/mo.
- Collaborated with teammates to learn and improve sales techniques. Leading to a 20% increase in device protection take-rate.
- Trained 7 new-hires on best practices, resulting in a 15% improvement in net promoter score.

Visibility Signage Experts - Graphic Designer

August 2020 - June 2021, Windsor, CO

- Worked with a team of consultants to design a custom company website to meet new branding and ecommerce performance goals.
- Designed templates and sourced assets to streamline production for both sign products and digital marketing materials.
- Created artwork, production templates, image assets, and descriptive copy for over 100 product listings.
- Reorganized relevant filesystems to make accessing & cataloging design work more time-efficient, reducing setup time by up to 10 minutes per project.

Professional References

Glenn Owens

Creative Director - Provis Solutions
(601) 951-9011

"Ben's attention to detail and enthusiasm for his work are a breath of fresh air. He always provides unique perspectives, and his breadth of knowledge proves valuable while solving problems ranging from theoretical hardware devices to pixel-perfect UI designs. Lastly, Ben's ability to research, learn, and retain information has always struck me as more than impressive."

- Brion Ballard

Joe Garner

Owner, CEO - Garner Agency
(601) 750-9303

Nate Young

Assistant Manager - Verizon
(307) 840-3202

"Ben was awesome to work with. He gives customers amazing customer service and experiences. The team could always count on him to be there to help out or to have a great sale. He was exceptional at figuring his way around the systems and troubleshooting devices. Overall an amazing coworker and friend that I can't recommend more."

- Nate Young

Brion Ballard

Lead Developer - Garner Agency
(601) 291-9988