

## **Ben Scammels BA (hons)**

Brighton, UK

+44 (0)7776 077717, [mr\\_scammels@outlook.com](mailto:mr_scammels@outlook.com)

[benscammelsdesign.com](http://benscammelsdesign.com) | [www.linkedin.com/in/ben-scammels](http://www.linkedin.com/in/ben-scammels)

A high level, Senior Product designer with over 18 years experience. I apply user centred research and design methods to work collaboratively on projects end-to-end.

I enjoy designing for complex needs and helping businesses strategise their solutions. I'm passionate about making relevant and exciting products that work for people.

Experience in: SaaS, Start & Scale-ups,, Energy, E-commerce, Education, Travel and Fintech.  
Client list: EDF Blue Lab, DIT & HMRC (Gov.uk), ASOS, RSA, Boots, Fidelity & Brandwatch.

### **DESIGN & RESEARCH APPROACHES**

#### **Discovery**

User and business interviews and research, workshop facilitation, competitor analysis, presentation of discovery findings to C-suite, stakeholders and product teams.

#### **Ideation & validation**

Design workshops, information architecture and taxonomies, user and system flows, high and low fidelity prototyping, usability testing and reporting.

#### **Delivery**

UI/interaction design and prototyping (Figma, Sketch, HTML/CSS), interaction specification, handover to dev teams, test/iteration cycles. Supporting Scrum teams through Agile sprints.

#### **Betas, launch & experimentation**

Monitoring via analytics (Heap, Fullstory), surveys, usability testing. Rapid experimentation to optimize products. Reporting and iteration.

#### **Additional skills & experience**

- Global & cross functional collaboration
- Implementing research and design processes within organisations
- Mentoring designers
- In-house and agency experience
- 5 years FE experience: HTML/CSS/JS
- Design talks:  
<http://tinyurl.com/UXBtalk>

*"Ben's skill set is unique: he functions equally well as a senior researcher as he does a senior product designer and that means he can shepherd a project from the early discovery and problem definition phases all the way through to delivery and evaluation."*

Paul Siegel

Product Director @ Brandwatch

## CAREER HISTORY

### [Sr. Product designer & Researcher Brandwatch](#) (B2B tech SaaS, August 2020 to present)

- Enterprise SaaS product analysing billions of pieces of social content and media
- Leading critical roadmap projects to ensure they satisfy the business and its users
- Designing appealing and user-friendly products on top of highly technical foundation
- Applying lean design processes to our data science (AI, ML and LLM) projects
- Engagement feature (impacted ~\$700k MRR, highest adoption rate of any metric)

### [Sr. Growth designer & Researcher BuzzSumo](#) (B2B SaaS, August 2020 - January 2022)

- Sole designer for a nimble Scale-up (content research and analysis product)
- Initiating projects to understand and innovate solutions to adoption and churn issues
- Rapid experimentation (a simple button test increased conversion by 12%)
- Defining product and UX strategy based on our larger business strategy

### **Contract Product designer & Researcher** Ben Scammels Design Ltd. (June 2016 - Aug 2020)

### [Into Global UX Designer & Researcher](#) (Education, March 2018 - May 2020)

- A 2 year period consulting for this global education provider to design its key products
- Undertaking research to help the business plan their product roadmap
- Delivering for their B2B product which is responsible for 80% of their revenue
- Designing a B2C international student application form (+30% & +50% conversion)

### **Fidelity International** UX Designer (Fintech, August 2017 - March 2018)

- A project to create, test and deliver an AI Robo-advising investment platform (Fidelity GO) for this leading international investment brand
- Working alongside content designers, researchers, UI designers, compliance and senior stakeholders in a Start-up style team

### [EDF Blue Lab Sr. Product designer](#) (Energy, August 2016 - March 2017)

#### [Sr. Product designer](#)

[Lowcost Travel Group](#) (Travel, 2014 - 2015)

#### **UX Designer & Project lead**

The Unit (Agency, 2014 - 2015)

#### **Digital designer**

Makemedia (Agency, 2012 - 2014)

#### **Digital designer & Front-end developer**

Secretsales (E-commerce, 2010 - 2012)

#### **Sr. Digital designer**

eBay Enterprise Marketing Solutions

(E-commerce/Agency, 2007 - 2010)

#### **Digital & graphic designer**

ASOS.COM (Fashion/E-commerce, 2005 - 2007)

Full career history: [www.linkedin.com/in/ben-scammels](http://www.linkedin.com/in/ben-scammels)

## QUALIFICATIONS

- BA (hons) Graphic Design (2.1). University of Arts London, 1997 - 2000
- Business & Technology Foundation Art & Design. Reigate School of Art & Design, 1997
- 3 A-Levels & 9 GCSEs, 1992 - 1996