

Benjamin Moon

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215-904-2494

UX Designer & Researcher

EXPERIENCE

Swipely, **Lead UX/UI Designer**

September 2023 - PRESENT

- Lead end-to-end UX/UI design process for AI-driven product, focusing on wireframing, user flows, sitemaps, and UI design to deliver user-centric solutions.
- Conduct comprehensive competitive research to identify industry trends and UX best practices, informing design decisions.
- Actively explore AI technologies to enhance UX design skills and develop effective AI marketing strategies, emphasizing AI's role in improving user experiences.

Comcast, **UX Design Intern**

April 2023 - September 2023

- Developed and maintained consistent design components for a data app, enhancing visual appeal for 8,000 users and ensuring responsiveness across devices.
- Collaborated cross-functionally with UX, development, product, and delivery teams to ensure stakeholder satisfaction.
- Led user-centered ideation sessions to identify pain points and drive ongoing usability improvements.
- Streamlined user story creation and prioritization in Agile environments, improving story delivery efficiency for Scrum teams.

MilkCrate LLC, **UX Design + Digital Product Intern**

March 2022 - September 2022

- Led the overall user interface design for the company, with a focus on visual interface and experience design.
- Designed and developed low and high fidelity interactive prototypes for apps that exhibit the clients' brand and culture.
- Conducted user research for client applications to improve usability for future design choices.
- Established and maintained effective communication with clients by meeting their needs and addressing concerns.

EDUCATION

Drexel University

B.S. in User Experience & Interaction Design

GPA: 3.70

Anticipated Graduation: June 2025

SKILLS

Design: Wireframes & Prototypes with Figma • UI & Visual Design with Photoshop & Illustrator • Interaction Design with After Effects • Style Guides & Component Library • User & Task Flows

Research: User Interviews • Surveys • SWOT Analysis • Affinity Maps • Target Market Research • Project Canvas • Competitive Analysis

Programming: HTML • CSS • JavaScript • SQL • PHP • Wordpress • React.js

AWARDS

Deans List, Westphal College of Media Arts & Design
2020-2024

A.J. Drexel Scholarship, Drexel University
2020-2025