# BENJAMIN
# CLINE

**Austin, TX**
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UX Designer with 10+ years of experience building, redesigning, and optimizing customer-facing digital products with a proven track record of increasing client revenue and/or web traffic.

## EXPERIENCE

### Freelance | UX Designer + Web Designer | 2011 - Present

Collaborated directly with a variety of clients to build/maintain websites and optimize overall usability.

- Redesigned website for Codhill Press which led to an **increase in sales by over 200%** within a year

- **Increased web-traffic by 52%** after redesigning the Woodstock Chamber of Commerce's website

- Designed, built and optimized website for The Charles and Joan Gross Foundation which resulted in a **40% increase in applicants** for grants awarded

- Redesigned and optimized New Art Center's online admission process which resulted in a **25% increase in new applicants**

- Redesign of entire website and addition of an online art exhibition for Newton Art Association which resulted in a **40% sales increase of exhibited art**

- Developed responsive e-commerce shopping with hundreds of products including apparel, art galleries, publishers and online classes

- Implemented web accessibility as per WCAG guidelines to multiple websites including a high-profile NYC art gallery

- Development of subscription and membership websites with front-end user generated content capability

## SKILLS

UX/UI Design

Web Design

Graphic Design

E-Commerce

User Testing

User Flows

User Interviews

User Personas

Information Architecture

Prototyping

Wireframing

## TOOLS

Figma

Sketch

Invision

Wordpress

Photoshop

InDesign

XD

Illustrator

Balsamiq

HTML/CSS

Shopify

WooCommerce

### Freelance | Graphic Designer | 2011 – Present

Graphic design, layout, and print management of business cards, logos, posters and other advertising media.

- Designed all marketing materials for Marist College Fashion Program and Department of Communication

- Designed exhibition catalogs and books for Ricco/Maresca Gallery

- Design of labels, logos, and marketing material for Farmer's Choice CBD and Woodstock Candy

## PROJECTS

### Tatter | UI/UX Designer

Created a native app that enables users to discover new tattoo artists in their area.

- Conducted competitor analysis, user research, and user interviews to gain a better understanding of the product space

- Created user flows, user personas, wireframes, and a high-fidelity prototype

- Evaluated design decisions by conducting user tests and preference tests throughout the process

### Fitted | UX/UI Designer

Designed a responsive web app that helps users create their perfect exercise routine.

- Created wireframes and a prototype using a rapid approach

- Conceptualized a consistent brand identity and cohesive style guide

- Established breakpoints for mobile, tablet, and desktop