Benjamin Greenberg

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UX Designer

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PROFESSIONAL EXPERIENCE

Product Designer | Ford Motor Company   *May 2024 - Present*

Redesigned an internal manufacturing webapp used to monitor post production vehicle manufacturing quality across Ford's global plants, to boost usability, clarity, and accuracy, while enhancing the platform's scalability for future enhancements.

Continuously improve the webapp by updating existing features and integrating new functionalities to meet changing business needs and drive ongoing value.

Collaborate with cross functional teams including IT managers, developers, business personnel, plant managers and plant auditors to define, create and handoff designs in a fast-paced environment, ensuring the efficient and high-quality implementation of complex features and business requirements.

Leverage UX research methods (including Heuristic Evaluation, Stakeholder Interviews, and usability testing) to gather actional feedback, and drive data-informed designs and enhancements that elevate user experience and overall system effectiveness.

UX Consultant | PIXO VR   *February 2024 - Present*

Conceptualize and design prototypes for the PIXO web-based admin platform, which is used to assign and manage VR trainings and their users. Create prototypes for desktop, mobile and VR applications used to launch VR training content.

UX Designer | University of Michigan Information and Technology Services   *April 2023 – May 2024*

Conceptualized, designed, developed and successfully launched a consultant dashboard, streamlining technical resources for a team of 50, resulting in enhanced efficiency and reduced user error.

Ran comprehensive usability testing and created an accessible design system to make consistent and data driven designs best suited for user needs.

UX Design and Research Intern | City of Ann Arbor   *May 2022 – July 2022*

Developed a Figma prototype for an online Engagement Hub, to amplify citizen engagement and optimize access to city events, projects, volunteering, and decision-making.

Interviewed more than 10 City staff and analyzed over 70 survey responses to comprehensively understand resident preferences and behaviors regarding digital engagement with the city.

UX Designer and Researcher | Cromaine District Library   *January 2022 – April 2022*

Created wireframes and high-fidelity Figma prototypes of the most important library pages in desktop and mobile form to enhance the site's user experience, accessibility and ability to be maintained long term.

Analyzed website's analytics, information architecture; performed survey, interview, competitor analysis and heuristic analysis to inform design thinking process. Improved library branding and style guides to evaluate website accessibility, visual design and brand recognition.

EDUCATION

Master of Science in Information (MSI) | University of Michigan   *August 2021 – May 2023*
Specialization: User Experience Research and Design, Human Computer Interaction Design (HCI), and Social Computing

Bachelor of Arts in Psychology (BA) | University of Michigan   *August 2016 – May 2020*
Minor: Entrepreneurship

CERTIFICATIONS

Google UX Design | Google, Coursera   *February 2024*