

MARK BENIVEGNA

UI/UX DESIGNER



SUMMARY

Talented Lead UI/UX designer with the proven know-how to combine creative and usability viewpoints resulting in world-class web and mobile applications. Brings a multidisciplinary background of visual design, product design, user experience and front-end design. Goal is to contribute to a interdisciplinary team to create beautiful and engaging experiences.

RELEVANT EXPERIENCE

Career Now Brands Royal Oak, MI Lead UI/UX Designer August 2018 - February 2023

As the lead UI/UX Designer at Career Now Brands, I played a crucial role in driving innovation and excellence in the design of digital products and platforms, including CDL Job Now, Career School Now, WarehouseGig, RetailGig, DriverWave, and RocketPost. I am proud to have built Impact Design, a comprehensive design system that has revolutionized design and development at CNB. Impact Design has allowed for the creation of consistent and cohesive design experiences across all products, resulting in improved design efficiency and increased user engagement and satisfaction. My role has been instrumental in the success of CNB, collaborating with cross-functional teams to understand user needs, develop design strategies, and execute high-quality designs that align with business goals. Expertise in user research, wireframing, prototyping, and implementing design systems has provided significant value to users and clients, and has established a strong brand identity and a user-friendly interface that differentiates the brand from competitors.

North American Bancard Troy, MI Product Designer April 2018 - August 2018

- Lead design of PayAnywhere's mobile UI refresh and newly created design system.
- Identified and improved pain points in user experience for new and current features.

MRB Ferndale, MI Art Director + UI/UX Designer + Consultant March 2004 - Present

- Established continuous working relationships with startups, local and out-of-state businesses including Mitten Crate and Dave's Sweet Tooth.

GroupClique Birmingham, MI UI/UX Designer Consultant November 2017 - March 2018

- Created storyboards, wireframes, visual mockups into prototype. Designed pixel-perfect visual design for user interface elements with branded guidelines.
- Developed and maintain detailed user-interface and visual design specifications.
- Worked collaboratively with development teams to create interface functionality.

AMBR Detroit Detroit, MI UI/UX Designer August 2016 - August 2017

- Established UX design as the first stage of all web and mobile application developments, instituting a user-centered design approach.
- Produced high-quality user interfaces and visual designs - from concept to launch on web and mobile applications.

- Ferndale, MI
- 313.389.6275
- mark@benivegna.com
- mark.benivegna.com
- mark.benivegna.com/dailyui
- dribbble.com/marqueeB
- linkedin.com/markbenivegna

SKILLS

UI/UX Design

Design & Prototyping Tools

Web Development

Video Editing & Animation

Photography & Retouching

EDUCATION

Specs Howard School of Media Arts
Southfield, MI

Graphic Design Diploma:
April 2010

Oakland Community College
Farmington Hills, MI
Major: Liberal Arts
(August 2002 - May 2004)



AMBR Detroit - Continued

August 2016 - August 2017

- Delivered high quality design docs: sketches, sitemap, user flows, wireframes, mockups, style guides.
- Worked with a team of designers, product owners and engineers to build new features and improve the user experience for the ICR Services - BAM platform.
- Overhauled BrassCraft's website to optimise the user experience. Newly launched site catapulted visit-to-lead and visit-to-order ratios, while shrinking page-abandonment rate by 21%.

PREVIOUS EXPERIENCE

JACK Entertainment Detroit, MI Senior Web Designer

April 2016 - August 2016

- Designed visual mockups/prototypes from wireframes and delivered final design production-ready assets for development.
- Managed website content and executed online marketing initiatives through content and design.

Tipping Point Rochester, MI Art Director

July 2014 - April 2016

- Manage creative deliverables and in-house teams to lead all phases of regional campaigns. Representative clients include Majic Window, Accents Cosmetic Surgery, Legal Genius, Hayman Company and Ignition Toll Free.
- Led teams in the design, development and production of sales-driving, brand-extending and cross-channel campaigns including print and television ads, websites, digital campaigns, branding and more.
- Art directed multimedia campaigns and collateral that captured clients' reviews and strong business results, including:
 - Website redesigns propelling traffic and lead driven sales increases of up to 18%.
 - Direct-mail and opt-in campaigns securing response rates of up to 15%.

International Bancard Detroit, MI Graphic/Web Designer

July 2011 - March 2014

- Front-end designer of all company websites and digital products, updated and maintained on a regular basis.
- Actively involved in creating, developing and updating digital media as well as social media.
- Created and implemented the company's core branding strategy.

North American Bancard Troy, MI Graphic/Web Designer

August 2010 - March 2011

- Created assets for all company digital products and websites which include: PayAnywhere, PhoneSwipe, Humboldt.
- Designed and developed referral websites for PayAnywhere and PhoneSwipe to help capture leads for inside sales team.
- Developed integrated campaigns that spanned print, sales collateral web and emails.

Daniel Brian & Associates Rochester, MI Graphic Designer - Intern

March 2010 - July 2010

Ferndale, MI

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mark@benivegna.com

mark.benivegna.com

mark.benivegna.com/dailyui

dribbble.com/marqueeb

linkedin.com/markbenivegna