

MARK BENIVEGNA

UI/UX DESIGNER



SUMMARY

Talented Senior 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

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

- 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 Royal Oak, 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.
- 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%.

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.

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- linkedin.com/markbenivegna

SKILLS

Adobe Creative Suite

UI/UX Design

Video Editing & Animation

Photography & Retouching

Web Development

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)

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PREVIOUS EXPERIENCE

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

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