

# Benjamin Ellis

---

Asheville, NC | (423) 580-6703 | [ben@610house.com](mailto:ben@610house.com)  
<https://www.linkedin.com/in/thensomethingnew/>  
<https://www.thensomethingnew.com> PW: somethingnew

Empathetic UX manager with an additional career background in software and business development that specializes in leadership for complex technical product teams utilizing design systems while developing effective strategies across multiple disciplines for increased efficiencies and collaboration to design and develop innovative products.

## SKILLS AND ACCOMPLISHMENTS

- **UX Management:** Coaching | Team Motivation/Advocacy | Career Development | Design Reviews | Recruiting
- **Design System Operations:** Figma Architecture | Process Development | Governance | Documentation
- **Product Management:** UX Strategy | Requirements Coordination | Agile | SAFe | Safety Critical Systems
- **UX Practice Development:** Coached and guided UX team members to grow from staffing engagements to higher skill level agency projects that increased revenue by 65% and maintained the highest utilization of any creative agency discipline averaging 84% (10% higher than the 2<sup>nd</sup> highest discipline)
- **Design System Consulting:** Created a new consulting offering, solutioned projects, and ran successful engagements that resulted in \$910,500 of revenue and successful increase of design system adoption for 5 new client organizations.
- **Figma Agency Partnership:** Co-developed a strategy alongside other agency leaders to become one of Figma's first agency partners resulting in co-branded thought leadership, new product feature beta testing and feedback, and 30% increased opportunity pipeline.

## WORK EXPERIENCE

UX/UI Studio Manager | One North, Asheville, NC (remote)

09/2021 – Present

Grew and managed a team of 6 full time UX designers contributing to over 15 different client organizations as well as providing oversight and guidance to 3 large scale contracted staffing teams.

Developed a new business offering around Design System Consulting that utilized UX team members as well as other discipline contributors across visual design, content strategy, and front-end development to improve design system efficiency by and utilization at 5 client organizations by establishing new processes and product strategy.

Creative Producer | Self Employed, Pensacola, FL

12/2018 – 09/2021

Took a sabbatical to further explore a love of photography resulting in the development of creative structured empathetic portraiture sessions that were used to develop a brand and identity for local companies, organizations, and non-profits.

UX Manager | Virgin Hyperloop One, Los Angeles, CA

09/2017 – 11/2018

Created a new UX design discipline within a fast-moving startup that utilized a mixture of existing team members, external consultants, and 3<sup>rd</sup> party agencies to develop a culture user centered design for the development of safety critical command and control systems.

Cultivated new partnerships with industry partners that resulted in the first public demonstration of the hyperloop system at CES, the world's largest technology trade show.

UX Product Lead | Jaguar Land Rover, Portland, OR

07/2015 – 09/2017

Lead the design and development of a new design system that user tested internationally with over 100 participants and released on JLR's flagship vehicle, the Defender.

Produced RFPs and partnership awards for 5 functional areas of a new in-vehicle infotainment system spanning operating system requirements, UX design, language translation, multimedia service SDKs, and design tools resulting in the successful deployment of the PIVI Pro Infotainment System.

UX Solutions Architect | The DiSTI Corporation, Orlando, FL

12/2014 – 12/2015

Traveled globally to train, guide, and develop new technical customer programs in automotive and aerospace UX applications for in-vehicle display systems specializing in safety critical systems utilizing DO-178 (Level A), 510(k), and ISO 26262 certification.

Account Executive | The DiSTI Corporation, Orlando, FL

01/2013 – 12/2014

Managed sales and business development for the automotive market as well as leading capture for two multi-million-dollar virtual maintenance training projects for the UH-72A and Stryker MTS programs.

Solutions Engineer | The DiSTI Corporation, Orlando, FL

06/2010 – 12/2013

Answered customer inquiries and developed code and integration samples for over 100 client projects to effectively utilize a design and coding platform across flight simulators, embedded safety critical display systems, and virtual training programs.

## **E D U C A T I O N**

BS Computer Science w/ Honors | University of Central Florida, Orlando, FL

2010