

## **Ben Spear**

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[Portfolio](#) [LinkedIn](#)

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Seasoned visual and user experience designer with experience across a range of sectors and roles. Work in nonprofit, innovation and enterprise settings focuses on identifying user and stakeholder goals, and designing against measurable outcomes. Have led teams, colleagues and direct reports through organizational transition and personal growth.

## **Teaching Experience**

### **UX/UI Design Mentor**

[Springboard](#) August 2021 – December 2022

- Paired with a student to support self-directed certification
- Met weekly to provide career guidance and assignment feedback

### **Curriculum Designer & Adjunct Professor**

[Lesley University College of Art & Design](#) October 2019 – March 2021

- Designed a senior- and graduate-level Typography 3 curriculum
- Themes included decolonization in design, multiscriptural digital typesetting, and brand, print, and mobile web design
- Led the instruction of two semesters of the course

### **UX & Visual Design Instructor**

[General Assembly](#) July 2015 – present

- Lead the instruction of UX, Visual Design and Design Thinking courses and workshops
- Coach students on career pathways, portfolios, and networking

## **Education**

### **Bachelor of Fine Arts, Graphic Design**

[Boston University College of Fine Arts](#) 1997 – 2002

- Drawing, painting and sculpture foundation
- Printmaking (woodcut, etching, monotype)
- Darkroom photography
- Print and digital graphic design
- Senior thesis: three-dimensional digital self-portrait with spatial audio

### **International Studies**

[Scuola Internazionale di Grafica](#) Venice, Italy Spring 2001

- History of Venetian painting
- Stone lithography
- Traditional bookbinding
- Book arts
- Italian language

## Conferences

- [Leading Design](#) Clearleft October 2018
- [Interventions](#) Northeastern University, Scout Design April 2018

## Invited Talks

- AIGA Student Portfolio Review [Lesley University College of Art & Design](#) April 2011, April 2013
- Speaker: Coworking for Creatives [CreativeMornings/Boston](#) April 2012
- Guest Lecturer: Systems in Design [Massachusetts College of Art & Design](#) October 2013
- Guest Lecturer: Visual Design [Bentley College, Human Factors in Information Design](#) January 2015
- General Session: Brand Strategy [Re:Solutions2015, AIGA Orlando](#) January 2015
- Career Mentor [SXSW Interactive](#) October 2015
- Speaker: Design for Change [UXFest \(Fresh Tilled Soil\)](#) July 2018
- “Understanding What People Really Want” [Northeastern University, Scout Design](#) January 2020

## Professional Experience

### UX Designer, Advisor & Coach

Various clients February 2019 – present

- [Rocky Mountain Institute](#) Supporting a sustainability leader with website research and strategy
- [albo](#) Advised a Mexico-based challenger bank’s product and marketing design teams
- [AI4GOVT](#) Prototyped an AI-powered procurement application for the IRS
- [YLabs Global](#) Coached a design manager and delivered a design leveling matrix for an international youth nonprofit

### Interim Director of Design

[Geode Capital Management](#) August 2021 – December 2022

- Introduced human-centered design to support an internal software startup
- Planned, hired and managed a three-person UX team
- Worked cross-functionally to ship a suite of four applications
- Led rebranding and website redesign

### Director of Design

[HubSpot](#) August 2017 – January 2019

- Grew a marketing design team during a reorganization from centralized to partnership model
- Worked with cross-functional leads to staff and ship lead-gen projects
- Merged marketing and product design systems for a holistic customer experience

### Director of Product Design

[Lighter](#) May 2016 – July 2017

- Created a design practice at a seed-funded vegan meal-planning app startup
- Researched, built, tested, and shipped mobile web UIs
- Reconfigured the front-end design and code for rapid white-labeling

## Cofounder & Creative Director

Brand Hack 2012 – 2015

- Built an eight-hour design sprint offering for early-stage startups
- Assembled and led creative teams in high-output, accelerated workshops
- Delivered naming, brand strategy, visual identity, pitch decks, web design and copywriting

## Empathy Researcher

Olson Zaltman 2003 – 2014

- Consulted with Fortune 500 (P&G, Unilever, Toyota) on category and product research
- Gathered deep-mind qualitative data using conversational and visual techniques

## Founder & Principal

Thinkside Design 2003 – 2012

- Founded a solo design consultancy
- Supported SMB and nonprofit clients with design strategy, branding, naming, visual and web design, graphic production and project management

## References

- **Josh Silverman**  
Chair, Master of Interaction Design Program  
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## Skills

- Design leadership
- Design strategy
- Product design
- Brand identity
- Design systems
- User research
- Facilitation
- Creative direction
- Figma, AdobeCC

## Languages

Fluent in Spanish, conversant in Italian.