Ben Spear
37 Almy Street, Providence, RI 02909
hi@benspear.design
Portfolio LinkedIn
+1 (617) 680-4751

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

Adjunct Professor

Rhode Island School of Design September 2023 – Present

— Regularly lead UI/UX Design courses
— Created an industrial design advanced senior studio course, Design for Impact
— Themes include: professional goal-setting, networking and sales, stakeholder and user identification and research, and post-launch impact measurement

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, multiscriptual 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

Design Manager Assessment for Good, Jul 2021 – Present

— Support the development of gamified emotional development assessments
— Partner with Directors of Strategy and Engineering to translate research goals to working software
— Coordinate the work of four designers across two agency partners
— Contribute to new software products through ideation, prototyping, testing, and refinement

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
<u>California College of the Arts</u>
3921 Maybelle Avenue
Oakland, CA 94619
+1 (415) 949-8100
<u>josh@cca.edu</u>

— **Ames LeeKing** they/them
UX Designer
3934 NE 99th Avenue
Portland, OR 97220
+1 (646) 229-8355
<u>amesleeking@gmail.com</u>

— **Karen DeTemple**
Founder
<u>Workwonder</u>
550 Victory Road #S201
Quincy, MA 02171
+ (617) 571-6789
<u>karen@workwonder.today</u>

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.