ben cotton
ux & ui

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PROFILE

With a skillset spanning interactive design, web and applications development, I have worked with a variety of organisations overseeing numerous web and software solutions, always with an eye for aesthetics, micro-interactions and UX.

I'm a self-starter but ideally positioned to collaborate with designers, developers and other stakeholders to deliver the best user experiences possible. This could include UX analysis/flows/wireframes, prototyping, technical feasibility assessment, creation and implementation of accessible design systems and coming up with creative technological solutions to problems.

WORK EXPERIENCE

UX designer
FEBRUARY 2021 - DECEMBER 2022

Pepperstone, Melbourne, Australia

Contributed in workshops to ideate the next generation of Pepperstone's platform.

Researched, designed and tested concept user flows for key features of a mobile app and web platform being developed.

Designed reusable elements and components for a new design system for use going forward. Concurrently re-designed existing features and sites to use new design system.

Iterated new payment flows for deposits and withdrawals on Pepperstone's platform, taking into account complex anti-money laundering and anti-fraud requirements.

Gathered requirements and designed new simpler flows for their refer-a-friend program for both client managers and clients alike.

Created flows and UI designs for GDPR-compliant cookie banners.

Prototyped improvements to onboarding journey for new clients to increase conversion.

Front-end developer
FEBRUARY 2020 - FEBRUARY 2021

Pepperstone, Melbourne, Australia

Designed and built working prototypes for next generation web onboarding flow, collaborating with mobile and back-end developers.

Designed and built a shared UI component library with Storybook documentation, for integration into multiple web projects.

Re-designed identity document upload UX/UI, to streamline onboarding user journey.

Simplified complex payments flow that handles many payment types, reducing the number of ongoing user issues and making it easier to maintain and extend.

Designed and implemented numerous incremental improvements to onboarding journey for new clients, increasing conversion.

Contract front-end developer
NOVEMBER 2017 - NOVEMBER 2019

GNR8R, Toronto, Canada

Prototyped, designed (UX/UI) and developed front-end for Canadian nationwide automotive industry jobs site as sole designer and front-end developer. This was to replace an existing site, which was dated and poorly performing.Directed offshore back-end development, providing specifications and feedback.

Built Canadian lifestyle website, working with a dedicated designer to prototype and develop animation and new features, while directing back-end development where necessary. Following departure of the dedicated designer, I designed some new features (UX/UI) myself, and enhanced existing page designs in the development of new functionality.

Helped design and build promotional mobile microsite for Canadian International Autoshow.

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Contract front-end developer
AUGUST 2015 - JULY 2017

Oakton, Melbourne, Australia
Bridge, Melbourne, Australia
Loc8, Melbourne, Australia
Gruden/MobileDen, Sydney, Australia
MercerBell, Sydney, Australia

Contracted for short periods with a variety of small companies, on a full-time basis, usually as primary front-end.

Worked with a small team of developers and designers to add new features and refine a tradie workflow app.

Prototyped tablet app for time management with feedback from other designers.

Built sites for major brands such as American Express, Starbucks and Red Rooster, designing tablet flows and interactions (UX/UI) for the latter.

Freelance designer/developer
NOVEMBER 2011 - MARCH 2015

EightyOne, Wellington, NZ
Xequals, Wellington, NZ
8interactive, Wellington, NZ
Spoink! Games, Wellington, NZ

Built multiple company websites for national and international audiences. Contributed to site design/UX and implemented sophisticated 2D/3D animations and responsivity using CSS, Javascript and WebGL.

Designed (UI/UX) and built web apps for job management and sales.

Designed (UI/UX) and built time management app for sale in Mac App Store, and internal design studio usage.

Designed and developed animations, interactive marketing and games for the advertising of national and international brands on the web, ATMs, in retail stores and sports stadiums, using Flash, Actionscript, HTML/CSS/JS and After Effects.

Consulted on web and application development.

Prototyped games for mobile devices.

Co-founded gamification business (Spoink! Games), and designed company branding and website.

Co-designed games and served as primary developer on said games.

EDUCATION

Bachelor of Design Innovation (Media)
MARCH 2009 - NOVEMBER 2011

Victoria University of Wellington, NZ

Dean's List of Excellence 2011

- Experience design
- Interaction design
- Multimedia design
- Game design

Bachelor of Information Technology
MARCH 2002 - NOVEMBER 2004

Nelson Marlborough Institute of Technology, Nelson, NZ

KEY SKILLS

- User journeys and task flows
- User testing
- Interviews and data gathering
- Wireframing & prototyping
- Interaction design
- Figma and Adobe CC
- Web technologies
- Information architecture
- Collaboration
- UI design and componentry
- Motion design
- Animation & graphics programming
- Project scoping & oversight
- Native English proficiency