



# BEN REFFIE ...

## IS NOT A DESIGNER?

Although I'm currently a product manager, the majority of my background is actually in various design roles. I'm a creative person that is always searching for new ways to apply my creativity to craft beautiful and engaging work.

This is why I've actually spent the last few years leading a co-located agile team and managing the product vision and backlog for several internal web-based, java applications. The rationale is that ideas and process can be just as beautiful to see at work as the designs can be.

## WORKS WITH COOL TECH.

IOT, big data, [insert buzz word] ... The software that I work on (but can't show you) deals with engine diagnostics, geofencing, location data and predictive maintenance within the transportation industry.

## DIGS DATA.

I'm big fan of digging through masses of data to figure out what underlying stories are there and how to visualize them so that they can become something actionable and digestible.

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## UX/UI DESIGN

- Experience researching the behaviors, needs and challenges of users by conducting in-person and remote interviews and synthesizing data into actionable insights
- Capable of following the full design process from wire-framing to prototyping to user testing, all the way through coding the front-end HTML and CSS to ensure a good user experience
- Believer in the benefits of paired design and paired programming
- Strong ability to empathize with users and identify solutions that deliver true user value
- Comfortable working directly with developers to ensure the back-end solutions meet the needs of the front-end features

## GRAPHIC & DIGITAL DESIGN

- Experience designing product packaging, print and digital ads, business stationary, POP displays
- Excellent traditional illustration skills
- Superior photo manipulation and re-touching abilities
- Extremely creative thinker

## APPLICATIONS

- Adobe Illustrator, Photoshop, XD, InDesign, Lightroom, Premiere, After Effects, Sketch, Tableau, Marketo

## PRODUCT MANAGEMENT

- Experience with and believer in agile methodologies
- Comfortable writing and prioritizing features and chores while maintaining a healthy backlog of work
- Excellent ability to weigh user value vs business need to determine priority and product road map
- Strong believer in user-centered design and measuring success by value delivered
- Capable of leading a product from discovery and framing to production

## EMAIL & MARKETING AUTOMATION

- Developed email campaigns from concept to artwork to managing the list and hitting send
- Experience building out all aspects of B2B and B2C nurture campaigns including scoring
- Helped train others on how to use advanced marketing automation platforms such as Marketo

## ADDITIONAL SKILLS

- Excellent at creating ad copy that aims towards the benefit to the user
- Fast learner, team player, driven, great management and organizational skills
- My work has been featured on top design blogs like Smashing Magazine, Abduzeedo, Comics Alliance, as well as several international soccer blogs

# BENREFFIE

PRODUCT MANAGER | UX DESIGNER | DIGITAL DESIGNER | CREATIVE THINKER

## **PENSKE TRUCK LEASING** 2012–PRESENT

### PRODUCT MANAGER 2016–PRESENT

Following lean startup & XP methodologies, I lead a co-located team of two UX designers and two java developers. Our team built and maintains seven java-based, internal web applications that are all related to streaming telematics data from Penske's fleet of trucks.

As product manager, not only do I write the stories and set the priority of them, but I'm also in charge of building out the product vision for our applications.

### UX DESIGNER 2015–2016

I started on the first agile team at Penske as a UX designer for the same internal applications that I now lead. Our team moved to New York to learn our methodologies from Pivotal Labs and to jump start our connected fleet offering. As a UX designer following a user-centered design approach, I was tasked with carrying out the discovery and framing, prototyping, user testing and synthesis to figure out what features needed to be built into our backlog for future iterations.

### JR. & SENIOR DESIGNER 2012–2015

My responsibilities as a designer for Penske included providing new ideas and various graphics while staying within our brand guidelines for our social media properties, designing all of our email and landing page layouts and graphics, helping to redesign web properties, and sharing print responsibilities. I also helped to implement and expand upon creative direction provided to us from outside agencies.

One major responsibility I had was to run every aspect of our email and marketing automation efforts within Marketo. This included developing the concept, designing and coding all of the assets, building campaigns, triggers and lead scoring, building and implementing web forms, managing lists, scheduling sends, running reports ... Everything.

## **RADIUS TOOTHBRUSH** 2010–PRESENT

For Radius I focus mainly on designing all of the graphics for their product packaging as well as any key print or trade show collateral. Over the years I've managed their web content, email campaigns, designed logos, helped to name products and retouch photography.

## **FREELANCE DESIGNER** 2010–2012

For two years I was a full-time freelance designer taking up website, logo design and business stationary work from many small businesses as well large businesses that needed supplemental design work.

## **SUPERHERO INDUSTRIES** 2009–2012

Superhero Industries was started as a true passion project with a co-worker who was a programmer. We published five websites, two iPhone applications, and one iPad application during the initial app boom.

Our products included a weather application that recommended outfits and a modern take on classic a classic party game, spin-the-bottle.

## **GREG WELTEROTH ADVERTISING** 2008–2010

I was hired to start a web division within an existing advertising/media-buying agency. Outside of web design, I was in charge of client's online banner ads, developing concepts for Social Media campaigns, and developing new ways to keep employees engaged and educated on current trends in the industry via our monthly digital company newsletter.

## **EDUCATION**

Bradley Academy for the Visual Arts, York, PA  
Associate Degree in Specialized Technology  
Major: Digital Arts