Contact

+1 (647) 646-3390 (Mobile)
ben@benslawson.com

www.linkedin.com/in/benslawson (LinkedIn)
www.benslawson.com (Portfolio)

Top Skills

Design Management

User Experience (UX)

Visual Design

Ben Slawson

Visual Designer, Senior UI/UX Designer and Design Manager
Toronto, Ontario, Canada

Summary

20+ years creative design industry experience and UX expertise.
Project leadership experience and stakeholder management skills.
User-centred and agile design delivery approach.

Recent experience managing and leading UX product design teams
within the telecommunications industry and also designing apps and
websites.

Extensive digital design and creative industry experience, agency,
client-side, freelance and contract. Team player with people-first
approach to design leadership.

Strong creative and communication skills.
Passionate about architecture, art, music, design, technology and
customer experience.

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Experience

Ben Slawson Design Inc
Freelance UI/UX Designer
May 2024 - Present (5 months)
Toronto, Ontario, Canada

- UI/UX design, AI photography and content for online architecture magazine.

BT
Product Design Manager
October 2021 - May 2024 (2 years 8 months)
London, United Kingdom

- Design team manager, mentor and team project lead.
- Promoted to manage design teams of up to 10+ Designers.
- Worked as part of the design leadership team for BT.
- Digital transformation, app/website design for EE and BT brands.
- Recruitment, performance management and team building.

EE

7 years 1 month

Specialist Product Designer

June 2016 - January 2022 (5 years 8 months)

London, United Kingdom

- Senior UI/UX design role creating app-first UX for 20m+ UK customers.
- Senior product, stakeholder and team management experience.
- Conversion, performance and online digital service experience.

Principal UX Designer

January 2015 - June 2016 (1 year 6 months)

Paddington, London

- Responsible for customer digital experiences across all EE digital channels.
- Focused on engagement, service, and persuasion to increase conversion.
- Improved website performance and customer retention.

Ben Slawson Design

Freelance Senior Brand & UI/UX Designer

October 2014 - January 2015 (4 months)

London

- Website UI and software application creation.
- IOS, responsive user-experience-focused design.
- E-commerce and digital development for luxury fashion brands.

Digital Brand Creative

Founder and Creative Director

November 2009 - October 2014 (5 years)

- Digital design, UX, creative direction within FMCG sectors.
- Front-end website design and UI focusing on WordPress design.
- E-Commerce, content creation for luxury fashion brands.
- Sales experience, feature analysis and information architecture.

Vision with Technology

Art Director / Creative Director

May 2007 - September 2009 (2 years 5 months)

- Creative direction within design, technology, financial and publishing.
- Managing strategic project direction, teams and budgets.
- Art direction, UX, marketing, advertising, PR and new business.
- Team building and design management experience.

WGSN
Trends Graphic Designer
January 2005 - January 2006 (1 year 1 month)
London Area, United Kingdom

- Trends directory redesigns. Designing and developing web content.
- Graphic content for Trends and Think Tank fashion and style directories.
- Working with a team of designers and updating CMS.
- Communicating with editorial staff day-to-day to update web content.

Ben Slawson
Design Consultant
January 2002 - September 2004 (2 years 9 months)

Ion Global
Senior Design Associate
2000 - 2001 (1 year)

Wax New Media Agency
Digital Designer
1998 - 2000 (2 years)

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Education

London Metropolitan University
BA Design Studies, Design, Business, Marketing · (1995 - 1998)

Loughborough College
Bachelor of Technology - BTech, Graphic Design · (May 1995 - June 1997)

Loughborough College
BTEC National Diploma, Graphic Design · (1993 - 1995)