



Ben Slawson
Senior Creative

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Design Profile

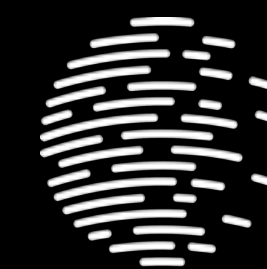
I'm a Visual Designer, Senior UI/UX Designer and Design Manager based in Toronto, Canada.

With 20+ years of digital and creative industry experience I've worked with some of the biggest consumer brands in the world.

For the last 10 years I've worked for the telecoms industry for British Telecom as a Senior UI/UX Designer and managed a UX design team in London, UK.



SAMSUNG



CABLE & WIRELESS

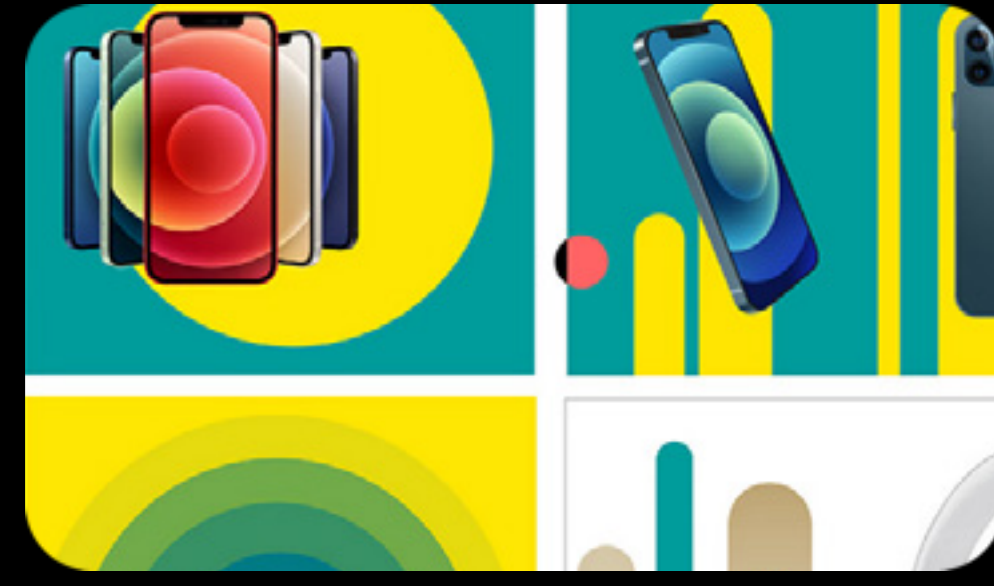


Skills & Experience



Visual Design

- Photoshop - Image editing, effects and retouching
- Illustrator - Creating digital and printed images
- InDesign - Posters, flyers, brochures, magazines



Brand Identity

- Logo design - Connect with your brand
- Brand guidelines - Protecting and defining brands
- Design direction - Creative concept development



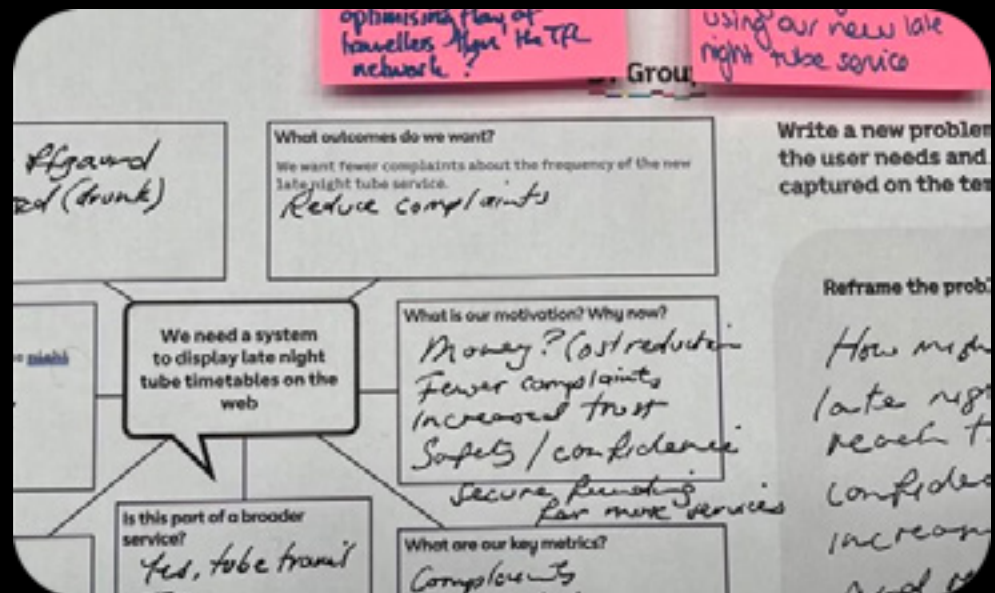
Digital Marketing

- Mailchimp - Email campaigns and newsletters
- Marketing strategy - Moving brands into new markets
- Product launches - Experience with Apple iPad Pro launch



E-Commerce

- Shopify - E-Commerce website design
- Woo Commerce - WordPress E-commerce
- PayPal - Payment integration



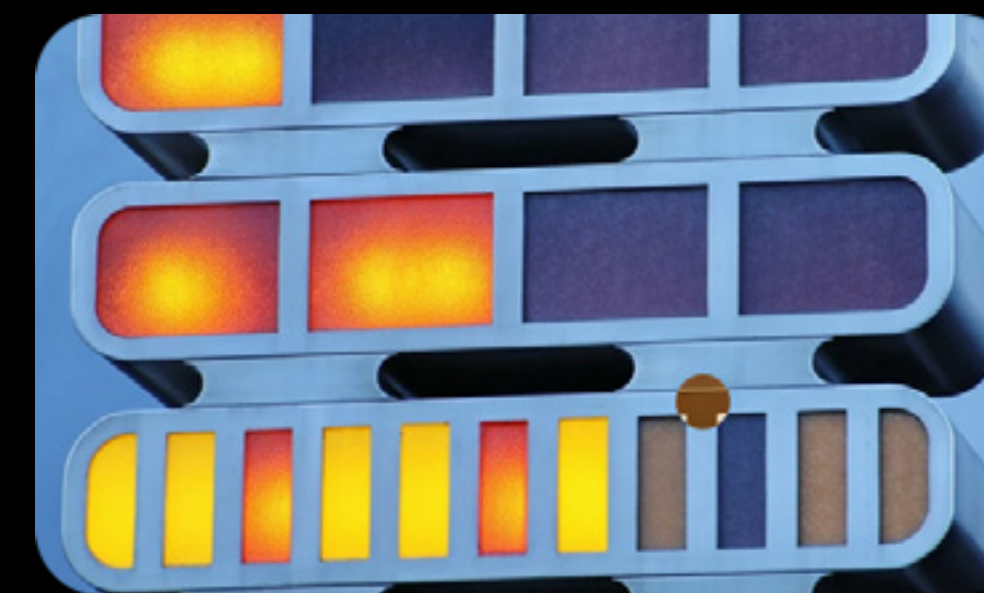
User research

- User needs - Problem solving for customers
- Identifying user goals - Identifying users and end states
- Hypothesis - How we might solve the user need



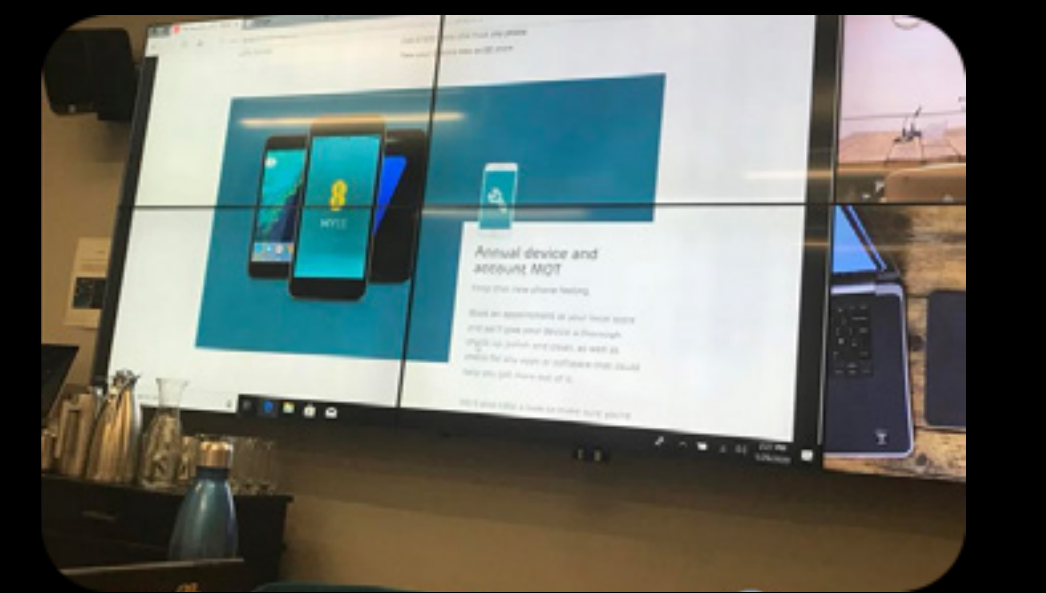
CMS

- WordPress - Website design and blog creation
- Squarespace - Website design and development
- AEM - Content editing and asset creation



Design systems

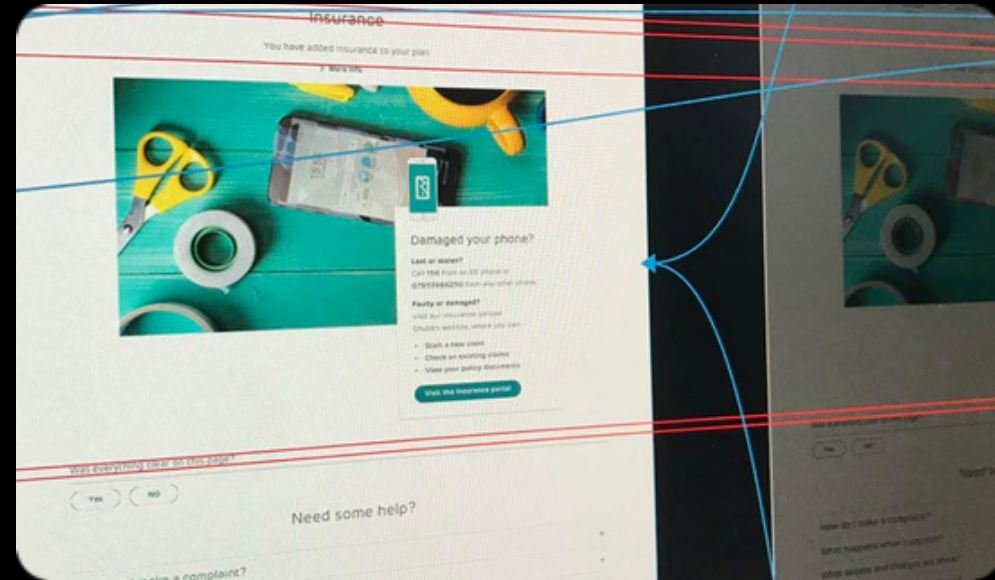
- Atomic Design - The methodology behind user interfaces
- Components - Designing interactive building blocks
- Loop design system - Experience using EE/BT design systems



User testing

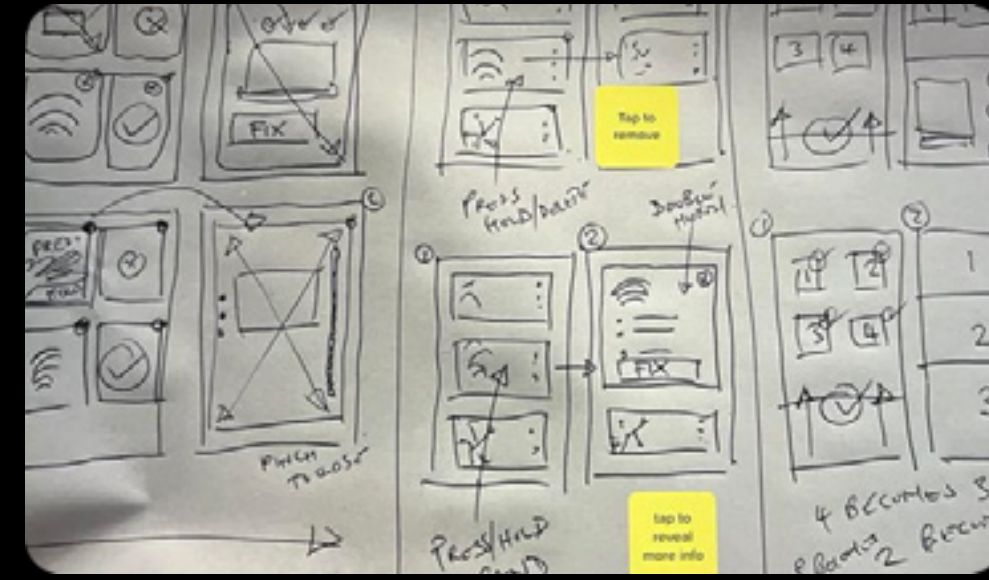
- Lab testing - Experience testing UX designs
- Card sorting - Arranging data into order for users
- A/B Testing - Comparing UX design improvements

Skills & Experience



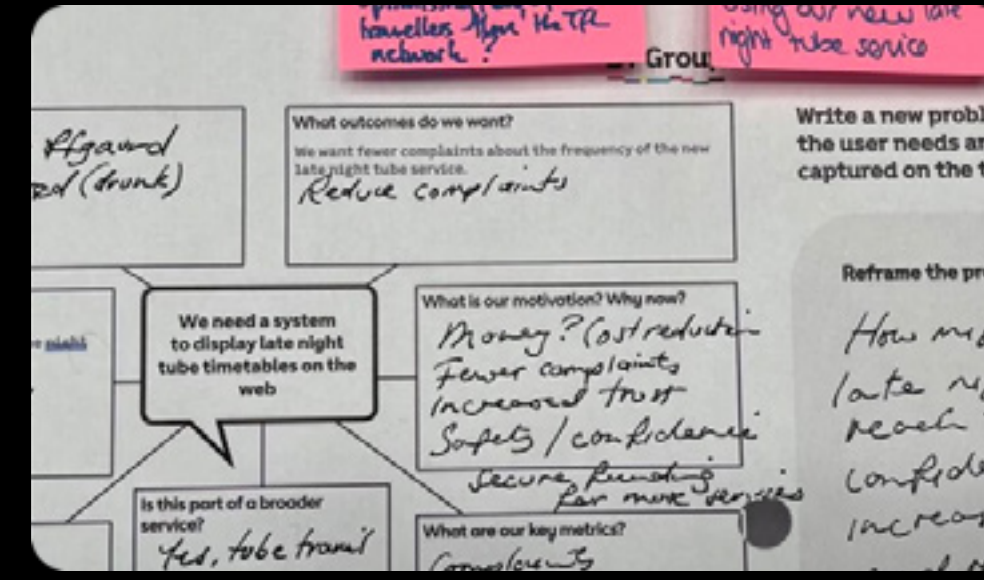
Prototyping

- Figma design - Experience with creating full prototypes
- Adobe XD - Prototype mock ups
- Sketch - Prototype creation for user testing



UI/UX Design

- Concept sketching - Exploring and generating ideas
- Wireframe creation - Defining the structure/flow of products
- User Interfaces - Creating intuitive, easy-to-use interfaces



UX Workshops

- Crazy 8 sessions - Sketching 8 solutions in 8 minutes
- Personas - Understanding target audiences
- Stakeholders - Working across business teams



User flows

- Customer Journeys - Mapping the path of customers
- Task completion - Completing tasks in fewer clicks
- Intuitive design - Making products easy to use



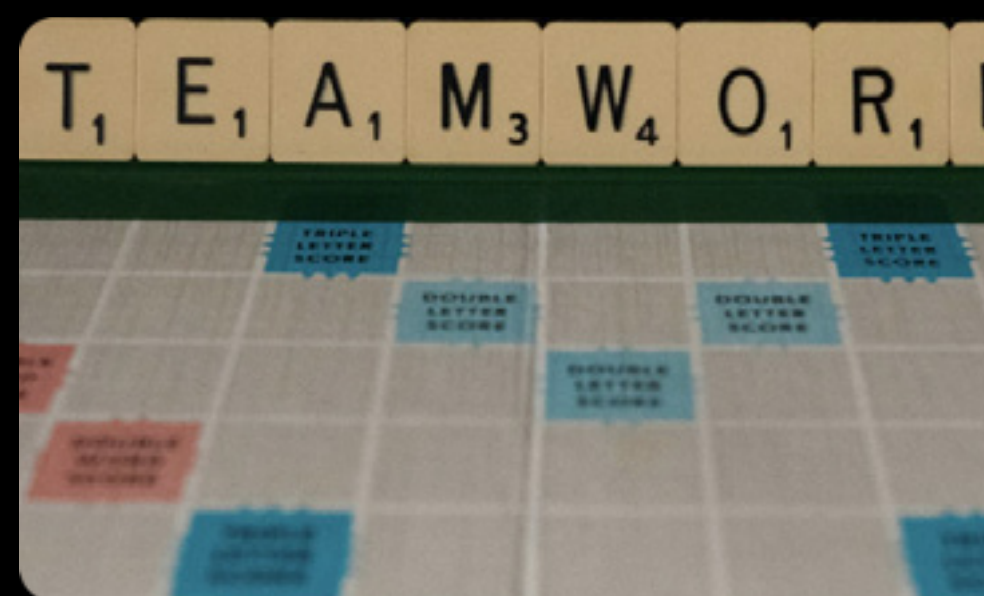
Design sprints

- Facilitation - Bringing together digital teams
- Goals - Goal setting for sprint outcomes
- Outcomes - Understanding what we achieved



Design Management

- Briefing - Ensuring teams have the info they need
- Requirements - Ensuring project requirements are defined
- Standards - Ensuring design standards are maintained



Team Leadership

- Training - Product Design Apprentice workshops
- Coaching - Coaching designers and creative teams
- Mentoring - Mentoring designers and creative teams

Latest Work

BT Group - EE App

The New EE App for the UK's No.1 Network

EE have 20M+ customers are British Telecom's largest mobile brand and the UK's No.1 Mobile Network as part of BT Group.

CHALLENGE

Enable customers to manage their EE lives all in one app. Make digital the essential location for customers to interact with EE and complete tasks app-first.

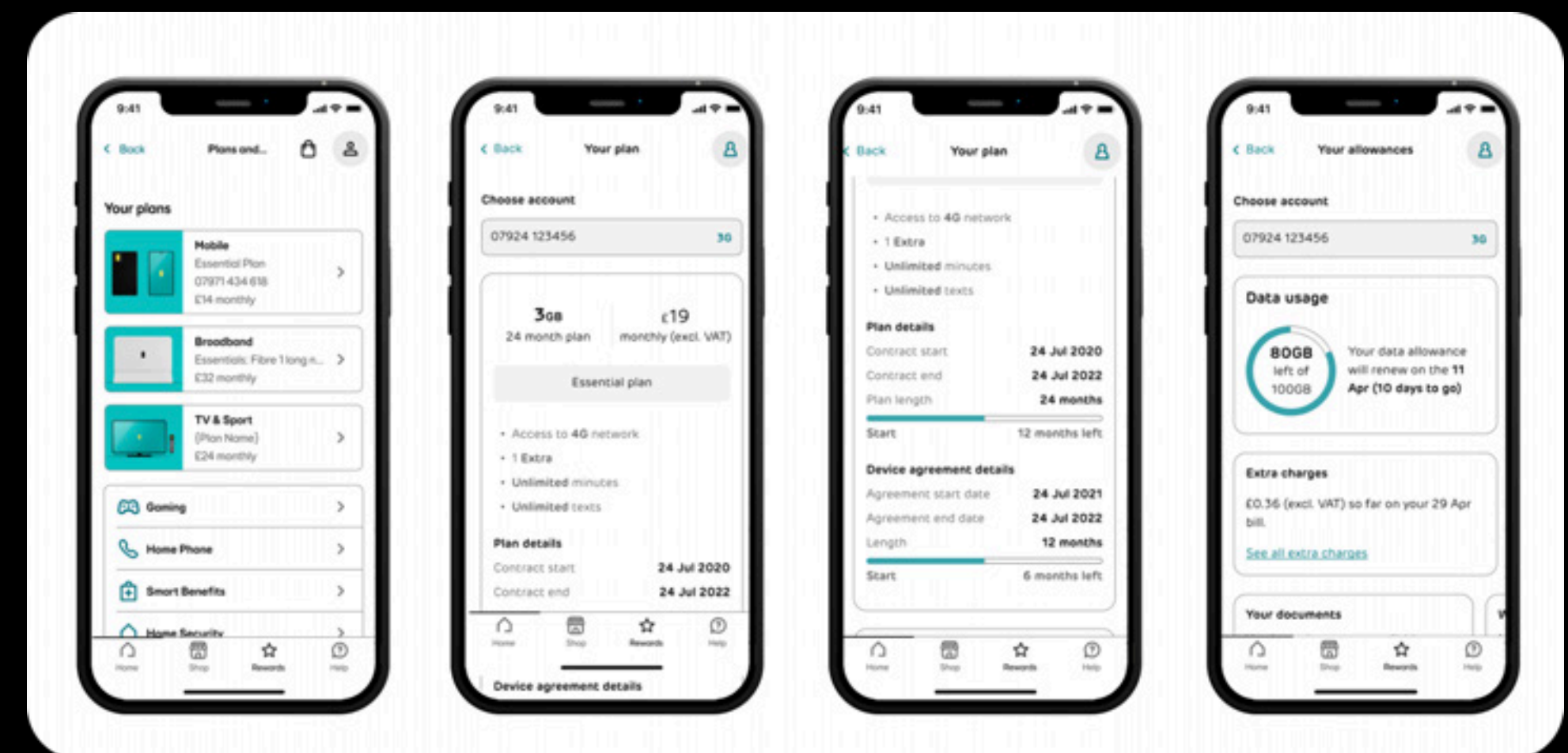
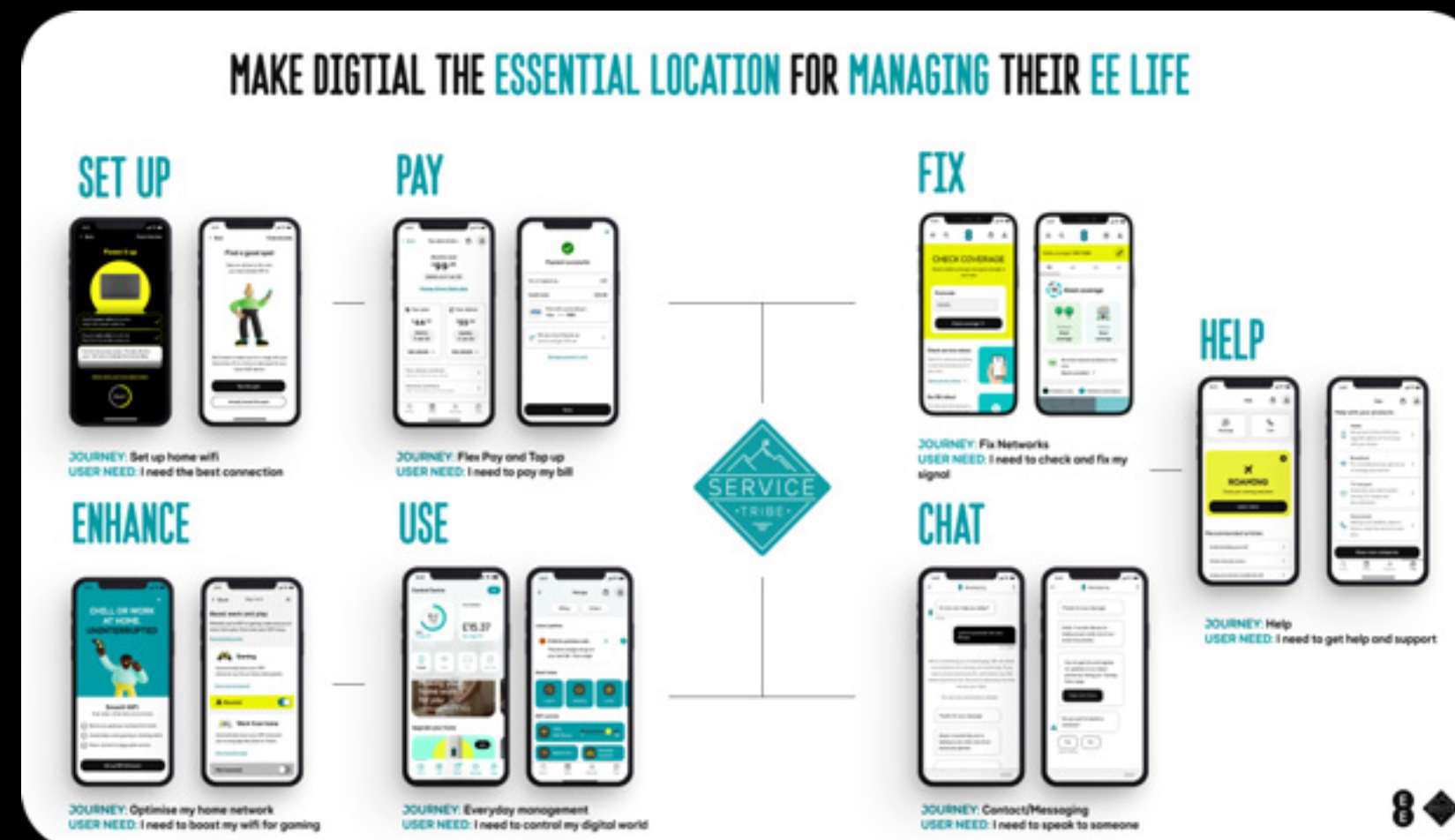
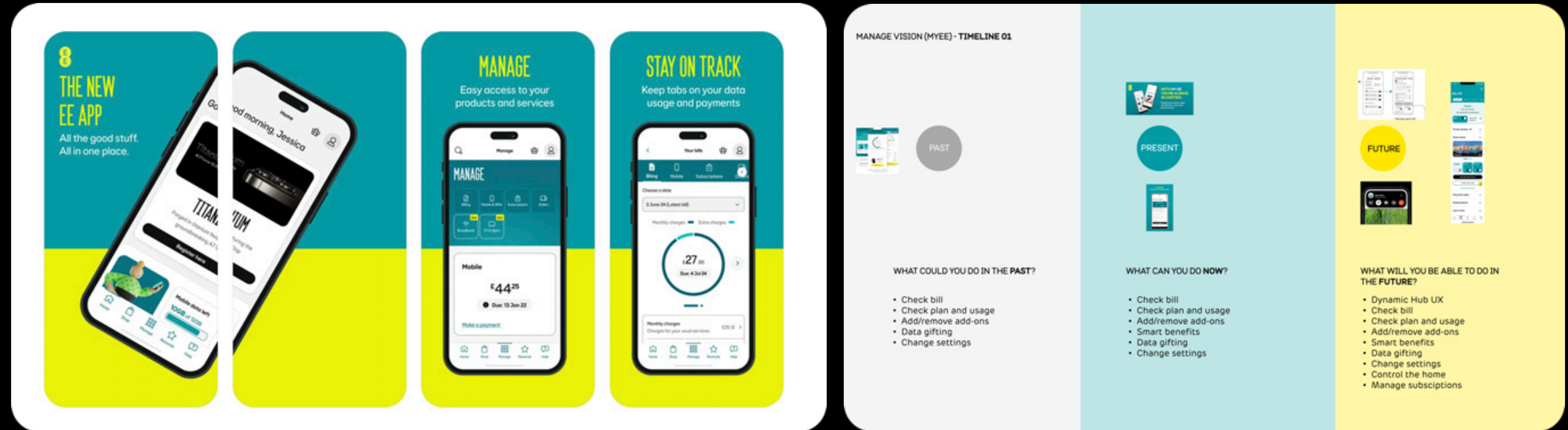
GOALS

- Customer account improvements
- Checking bills and payments
- Set up my broadband/wifi network
- Add and remove add-ons
- Upgrade your device
- Ensure chat and help support

OUTCOME

The new EE app was launched in 2023. The app continues to improve and has a 4.6/5 rating in the Apple app store.

BEN SLAWSON DESIGN



Latest Work

BT Group - EE Website

The New EE Website for the UK's No.1 Network

EE have 20M+ customers are British Telecom's largest mobile brand and the UK's No.1 Mobile Network as part of BT Group.

CHALLENGE

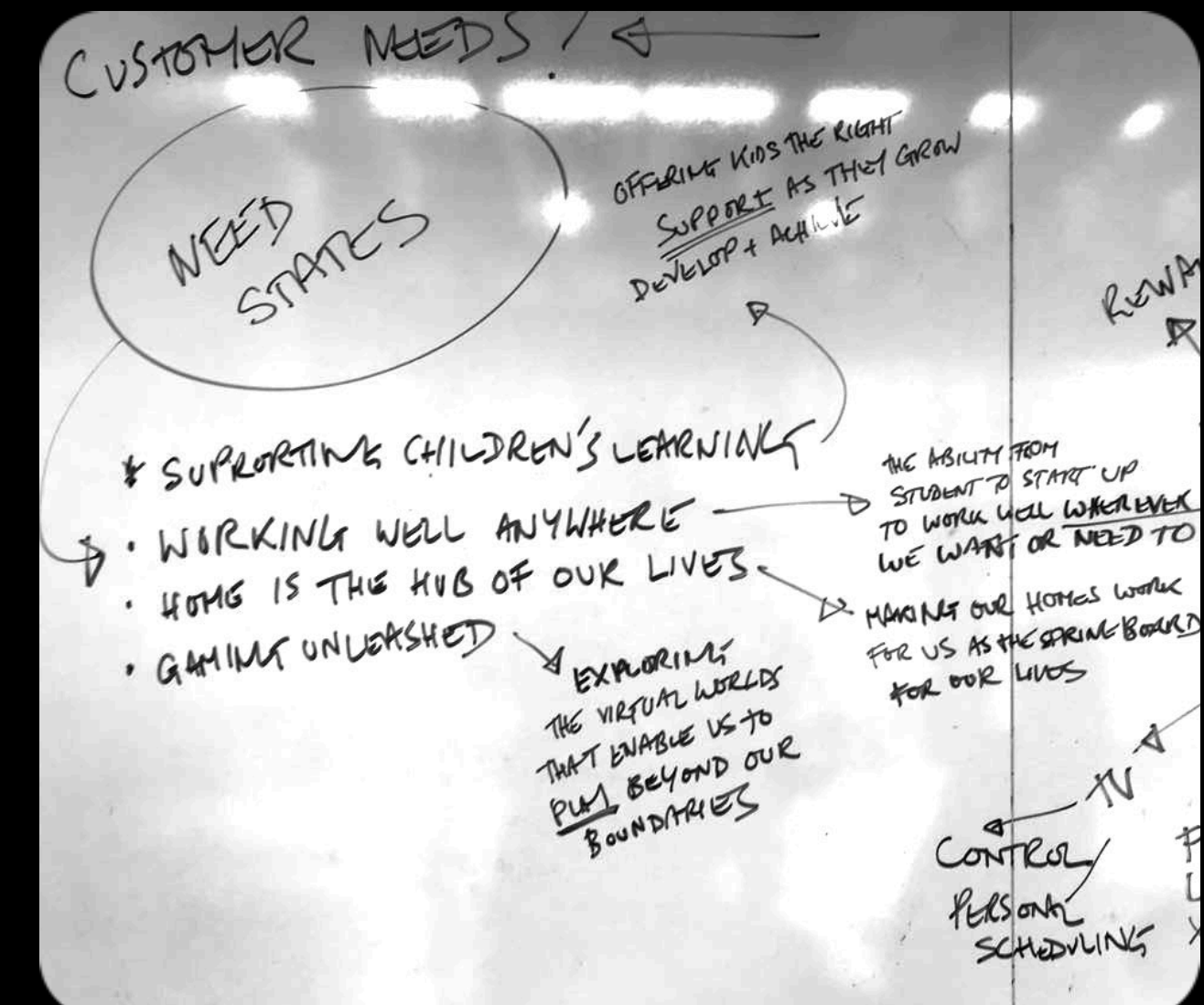
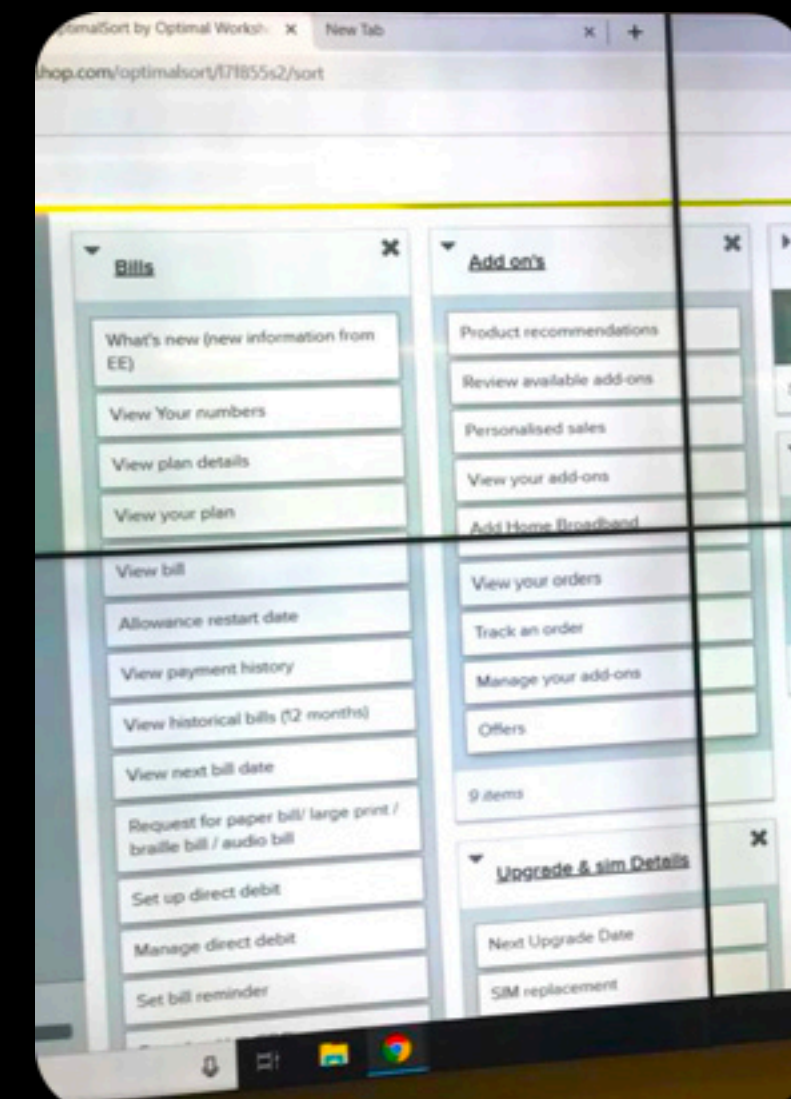
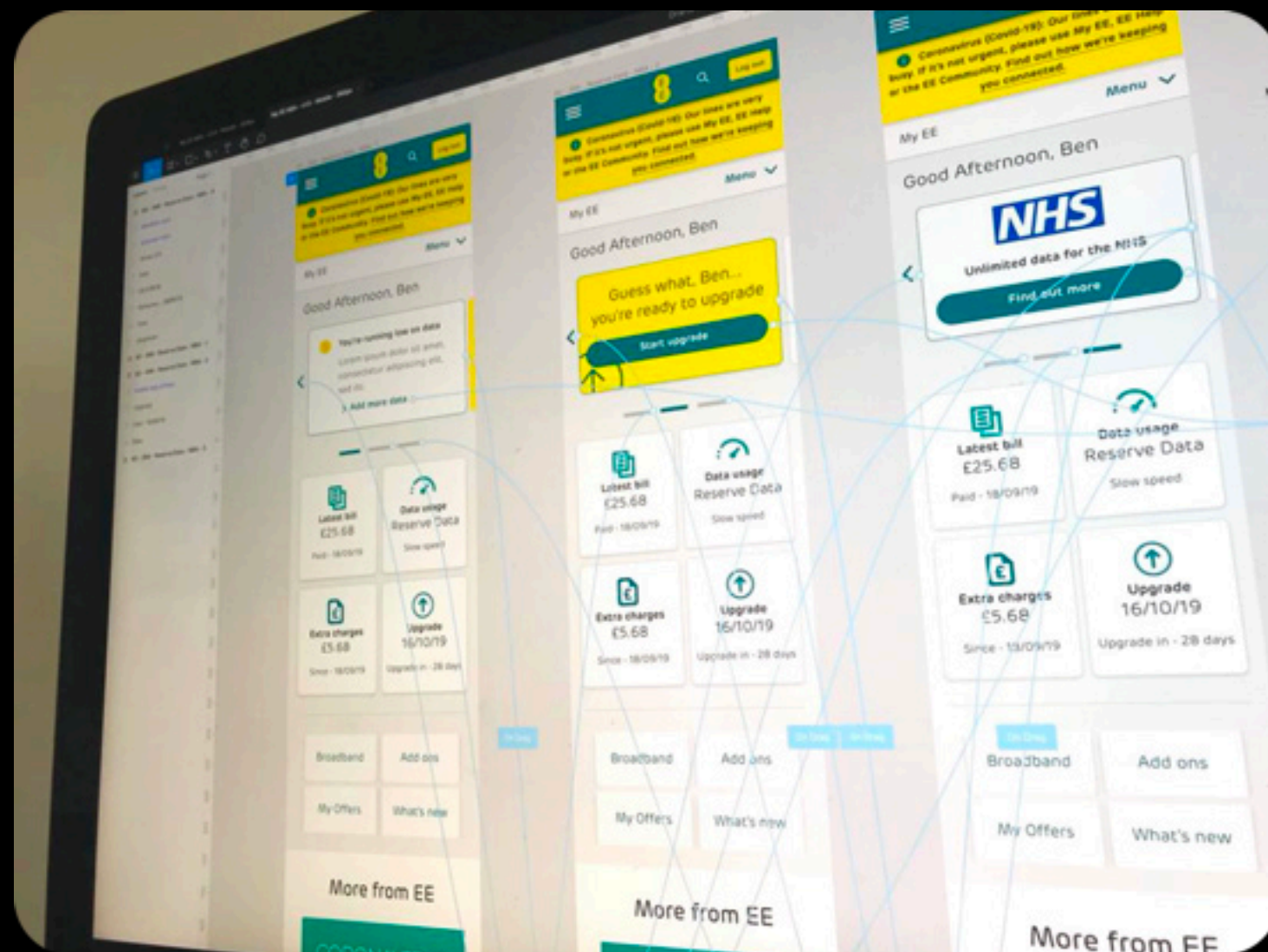
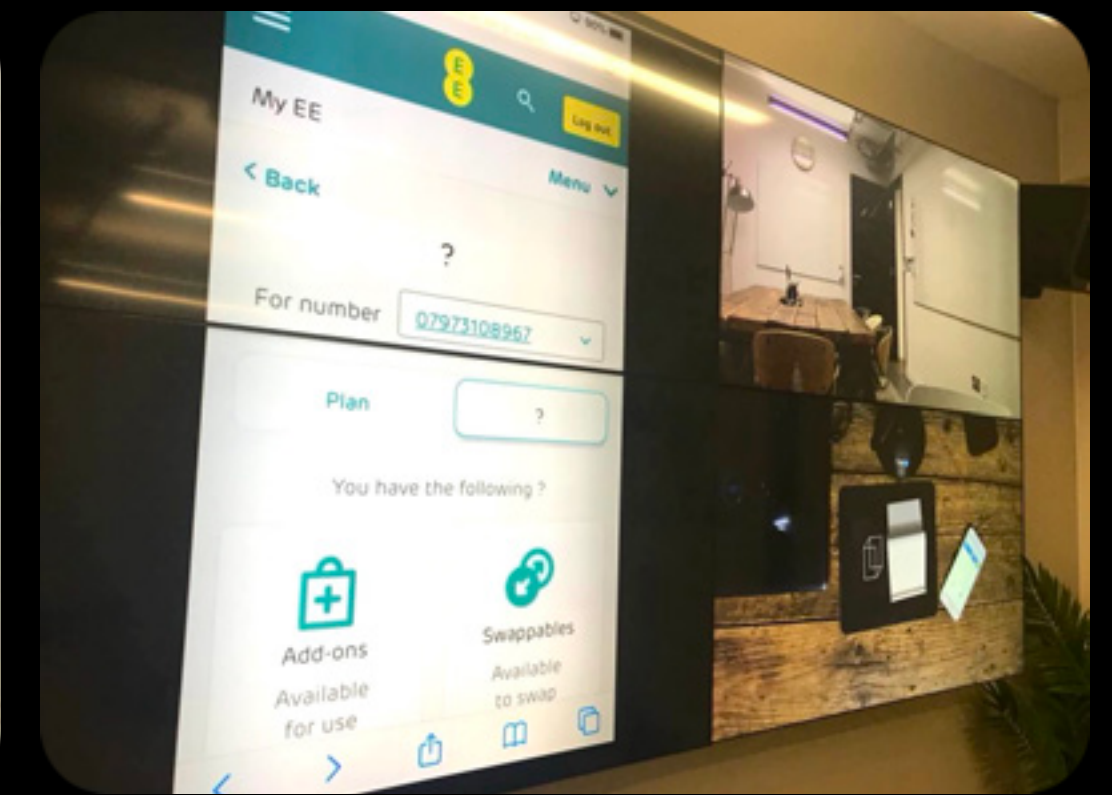
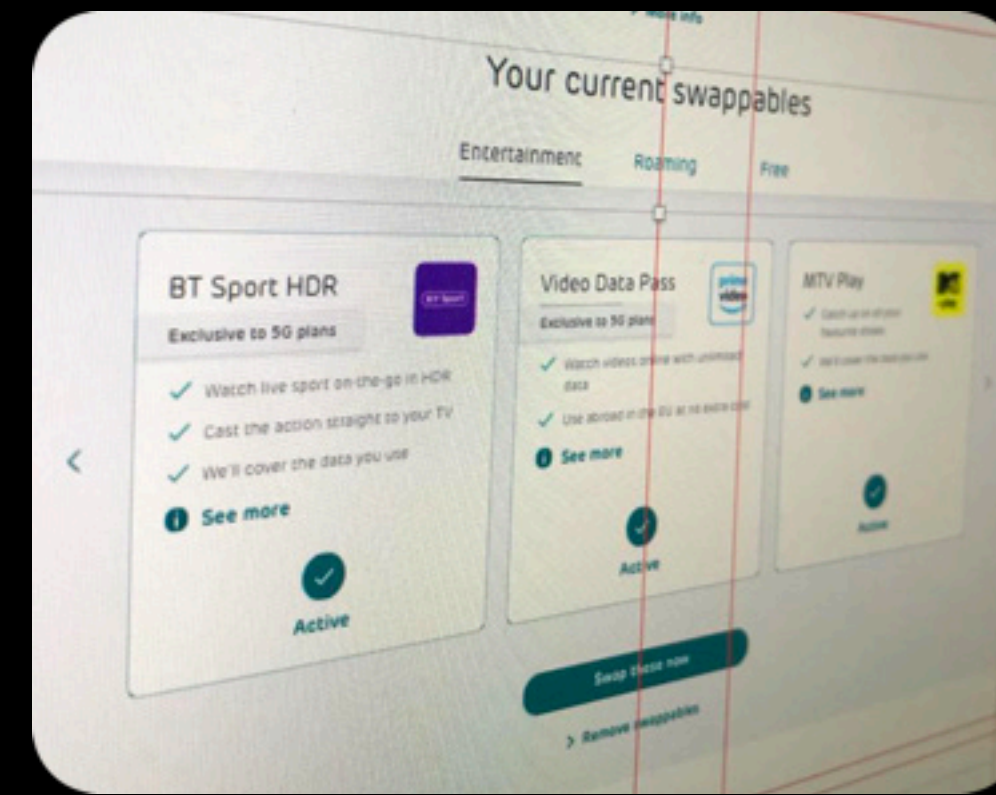
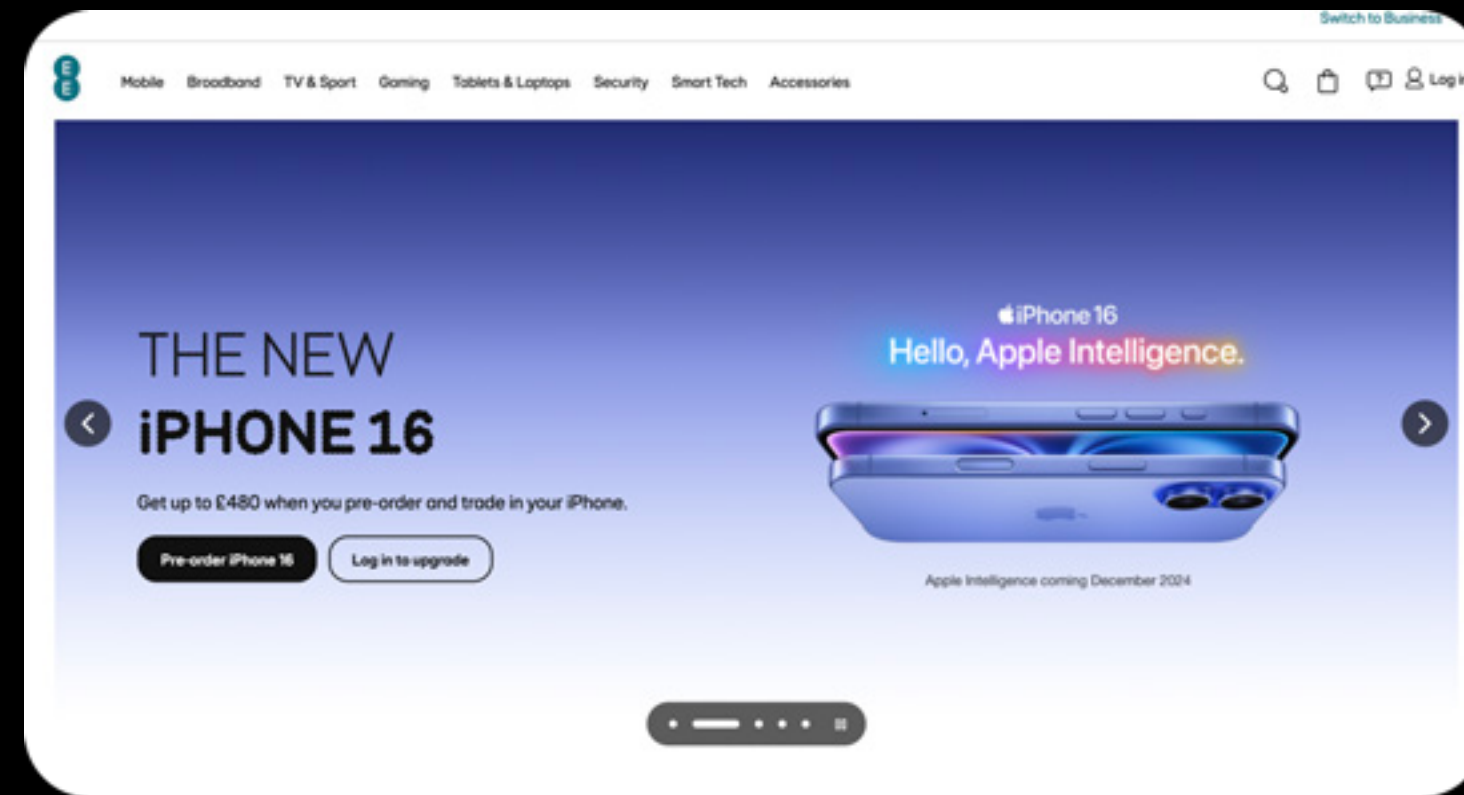
Create a website that customers can upgrade and purchase products. Make the website the essential location for customers to interact with EE alongside the EE App.

GOALS

- Improved navigation and IA
- Roaming improvements
- Manage account more effectively
- Add and remove add-ons
- Upgrade your device
- Ensure chat and help support

OUTCOME

The new EE website was launched in 2023. The website continues to improve and currently 20M+ customers use it to manage and support their accounts with EE.



Latest Work

Winning The Household

Design Sprint

EE have 20M+ customers are British Telecom's largest mobile brand and the UK's No.1 Mobile Network as part of BT Group.

CHALLENGE

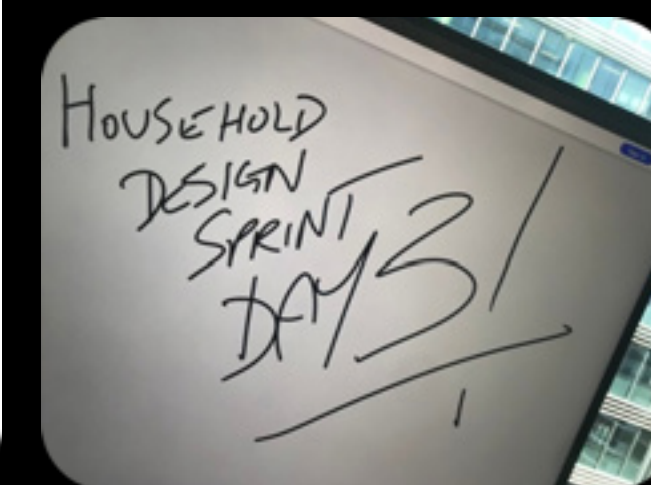
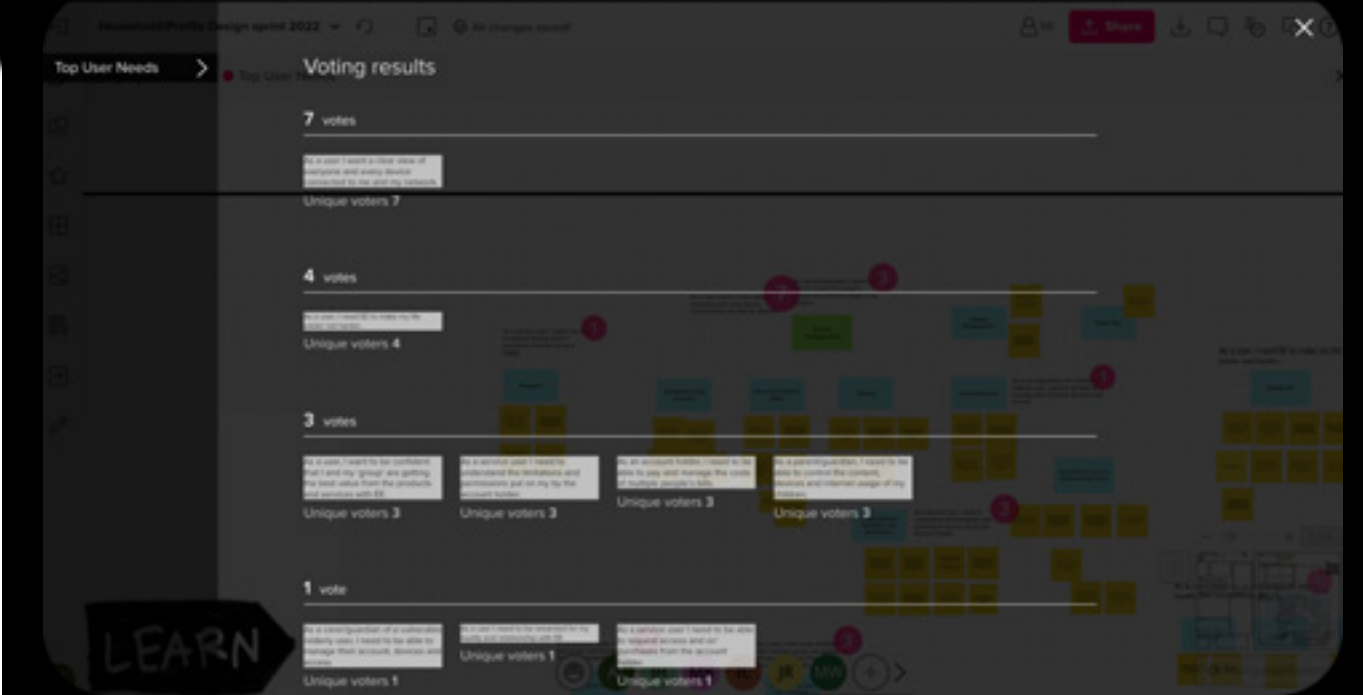
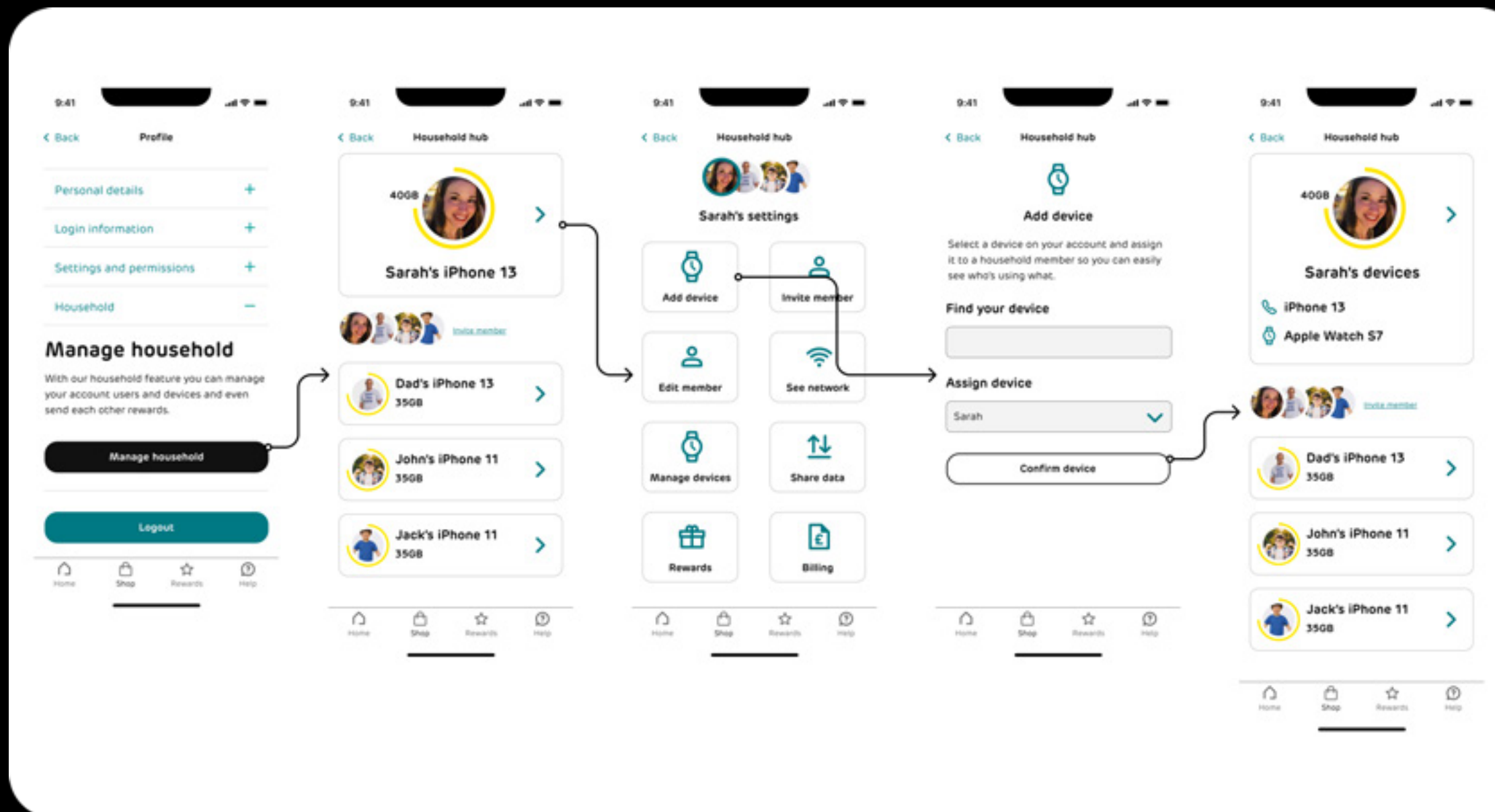
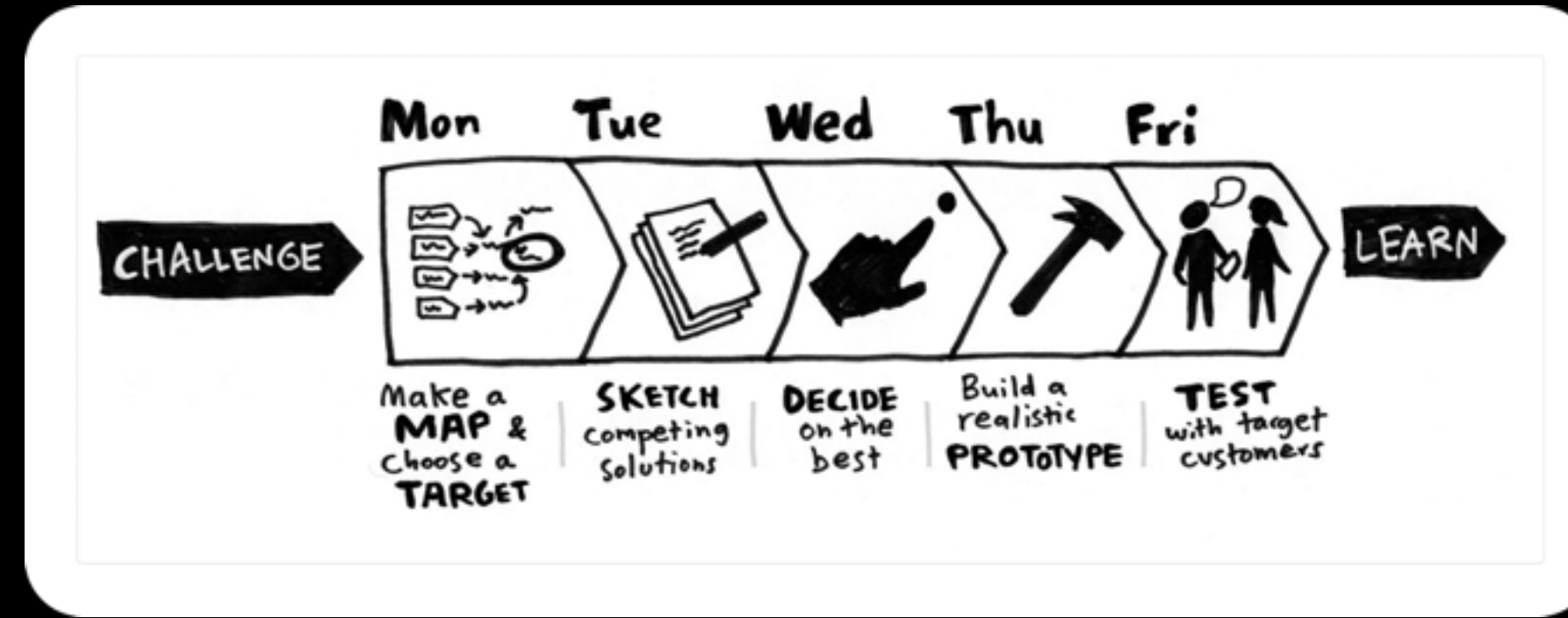
As families grow and more people need to control more devices, customers require additional flexibility with their accounts. We need a solution that could manage up to 100 devices per household.

GOALS

- Winning the household via the app
- Enable customers to add devices
- Control access to individual devices
- See a view of my household devices
- Enable customers to remove devices
- Reward customers

OUTCOME

We worked as a design team via a design sprint to create a household hub prototype that customers could fully control and be able to add/remove their accounts and devices.



Latest Work

Home Controls

Design Sprint

EE have 20M+ customers are British Telecom's largest mobile brand and the UK's No.1 Mobile Network as part of BT Group.

CHALLENGE

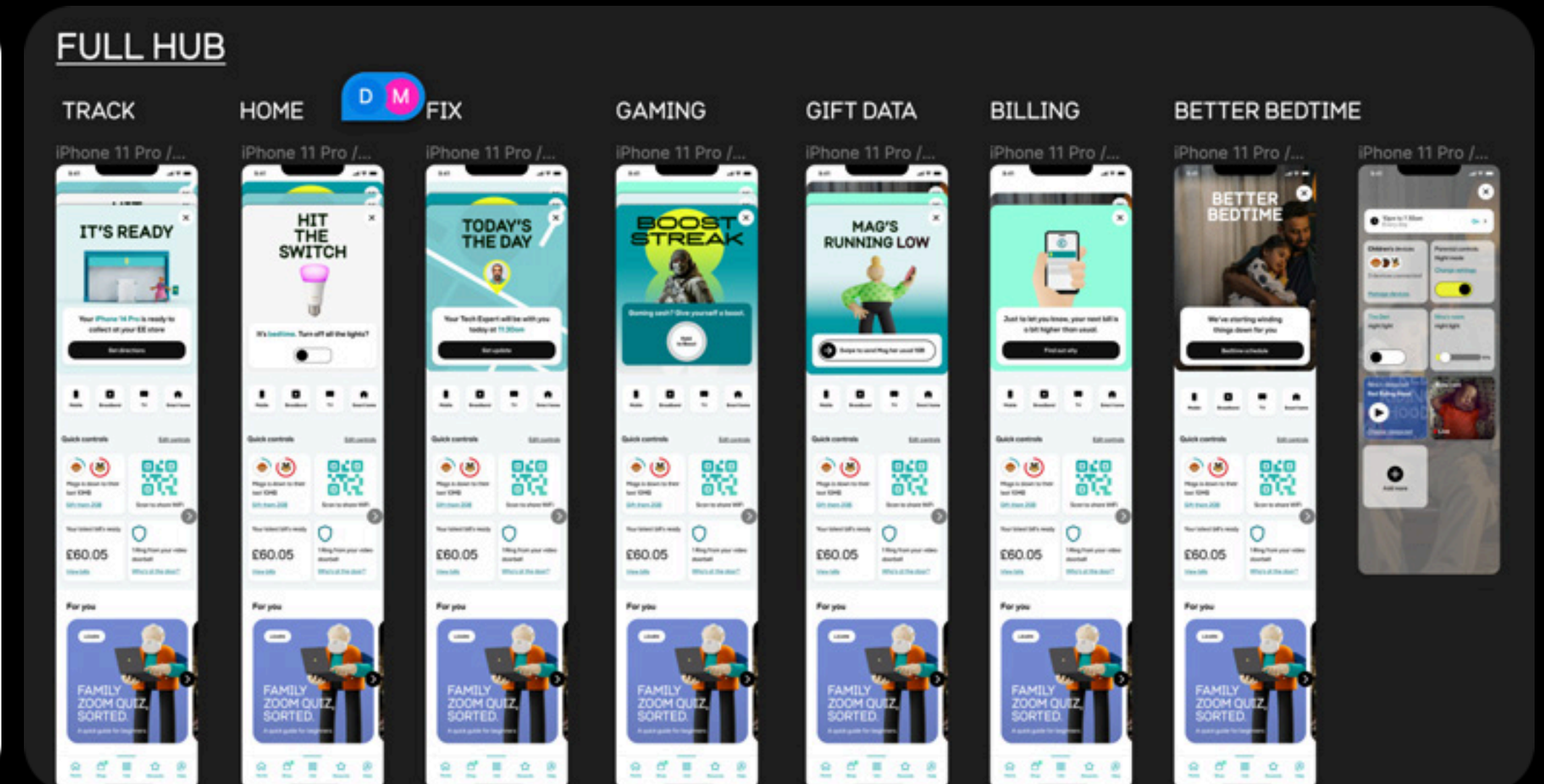
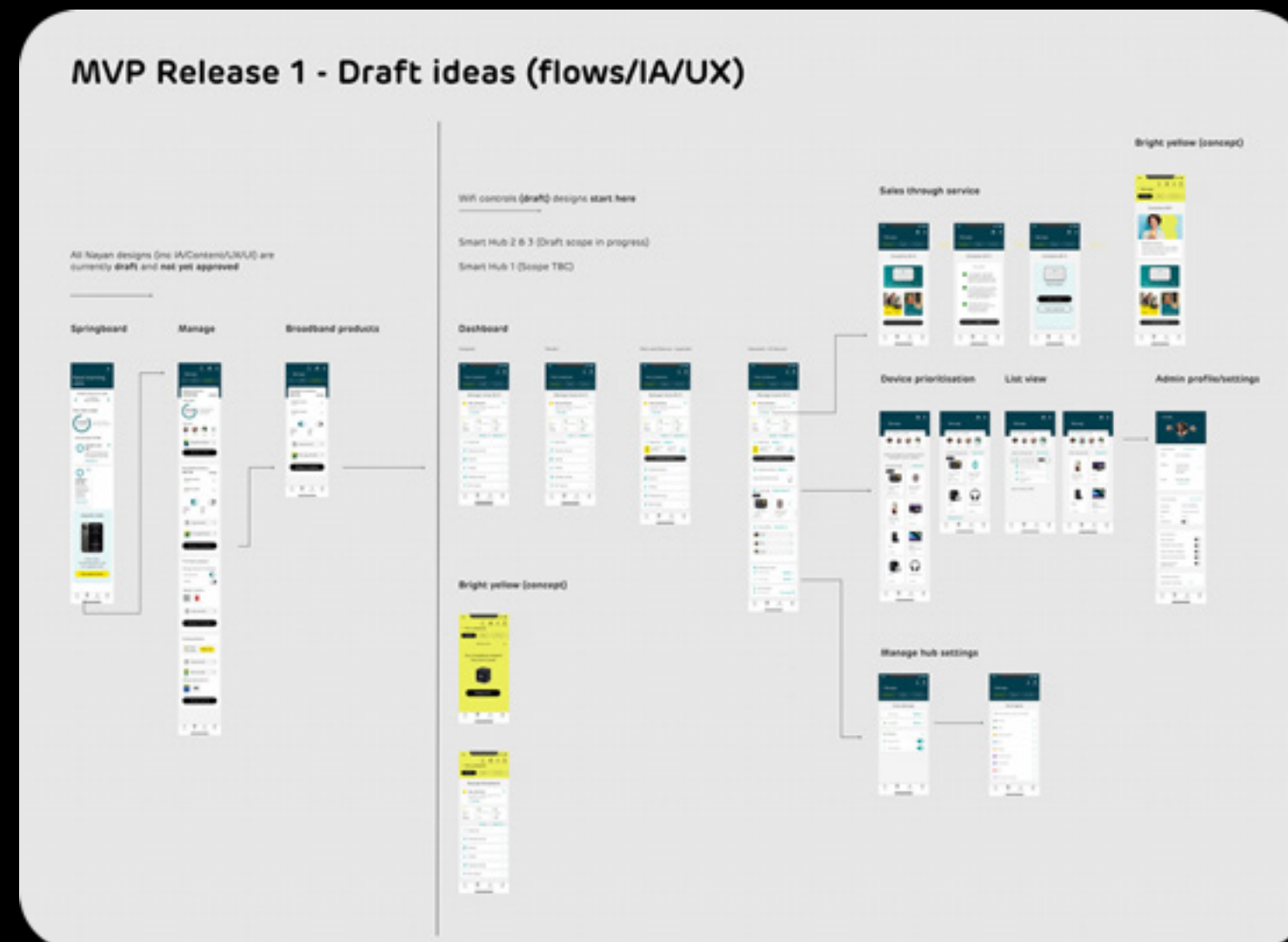
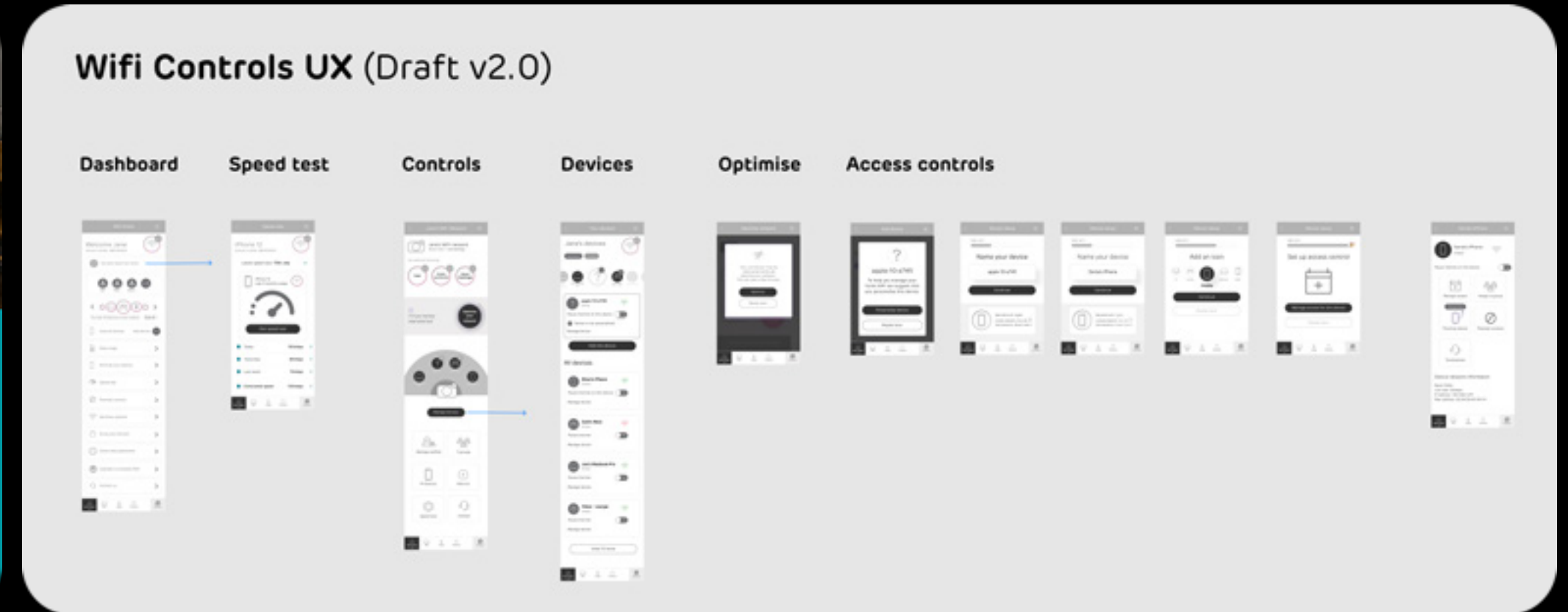
Enable customers to get connected to their Wifi and personalise their app experience with controlling their EE home.

GOALS

- Enable customers to get more from their Wifi
- Control the devices in the home with the EE app
- Control access to specific devices
- View speed test results quickly and easily
- Manage access to devices and fix issues

OUTCOME

We worked collectively as a design team via design sprints to create a hub prototype that customers could fully control and access to controls their homes.



Design Process

Step 1 - Discovery

User research and defining user needs

Step 2 - Define

Briefing and scope, deliverables, responsibilities and timelines defined

Step 3 - Ideate

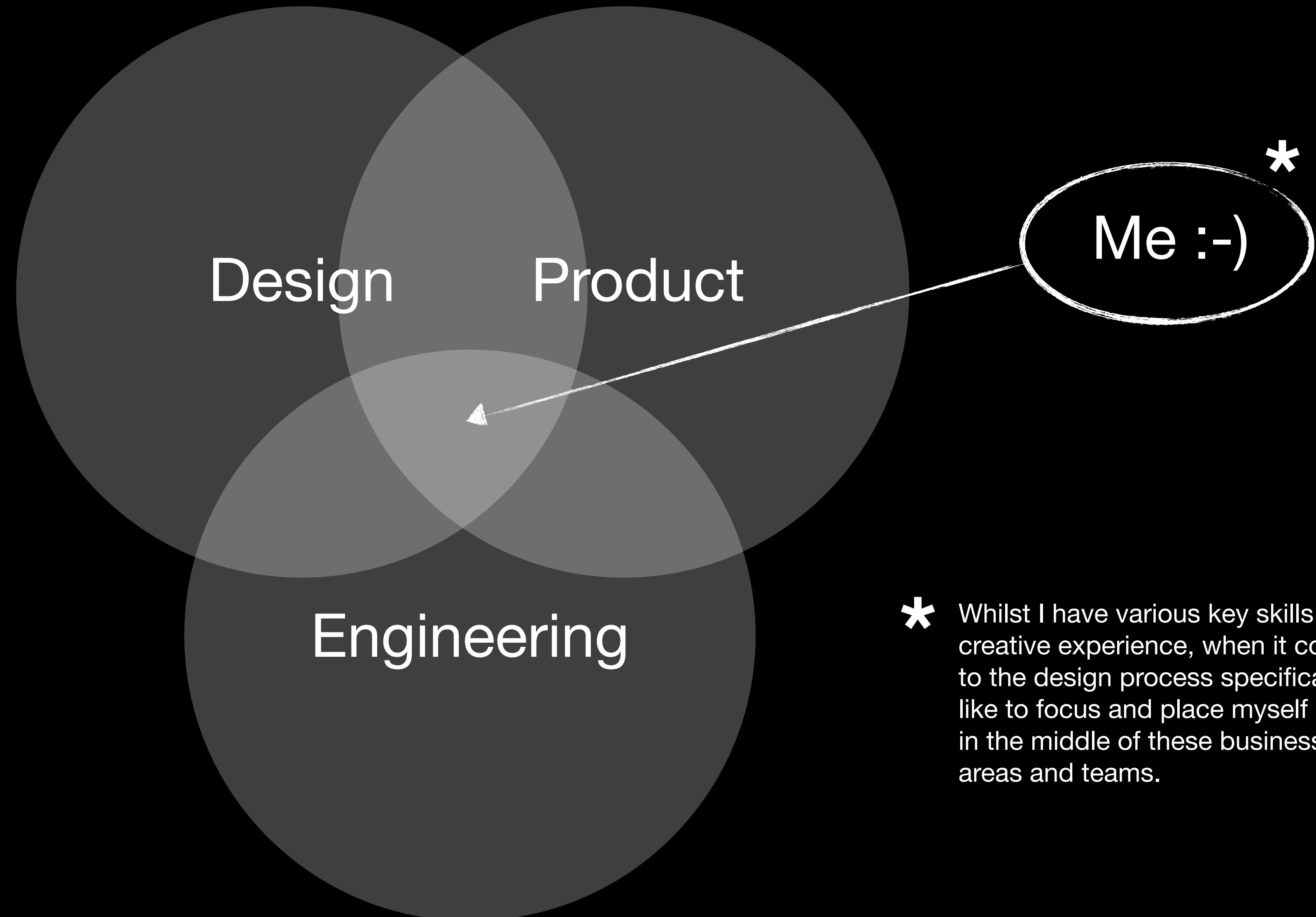
Ideas and concepts

Step 4 - Deliver

Design presentations and design development

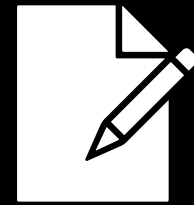
Step 5 - Test

Iterative and continual throughout the process



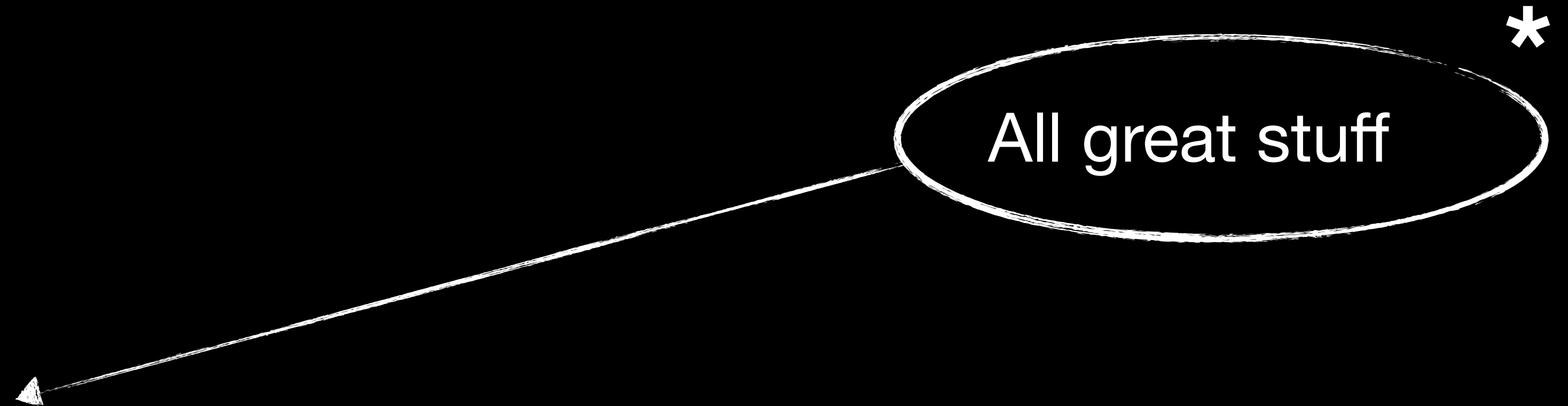
* Whilst I have various key skills and creative experience, when it comes to the design process specifically, I like to focus and place myself right in the middle of these business areas and teams.

Design Process



Design sprints
Crazy eight sessions
Three amigos collaboration
Build. Measure. Learn.
Problem framing workshops
Agile project management
Slack and MS teams
Accessibility focused
Research focused

* Happy to discuss this great stuff further



This is a three-legged stool. Yes, really.

It represents a balance of quality, communications and support between design, product and engineering teams for delivering great customer experiences.

Happy to discuss this further also.

Testimonials

What I most appreciate about you is

KK

"You are very very easy to talk to and are very welcoming and approachable. Not as common as you would think... as a manager, and not even my manager, I have no qualms in approaching you for advice or other topics"

What I most appreciate about you is



"The thing that sticks out to me the most since working together, Ben, is your complete support. I feel unequivocally (never written that word before ;p) that you have my back with everything. I like to think I get on with you on a personal level, and that follows through in to work with the trust that you have in me. Added to this I truly appreciate the guidance you offer when we speak. I feel I've 100% been welcomed over on the EE side."

What I most appreciate about you is



"You are always there to listen to me and give me some advice and direction when I need it even when you are busy you will find some time. I don't even need to say it but I know you have my back, it's a natural bro code. I appreciate that you also come to me for advice and support and tag on things. I appreciate that you care a lot about your people and the culture of this tribe. I also like your passion and drive to not let anything limit you. You are someone who really cares about your work and what you are doing, which is awesome! The list can go on but you are a great manager and seeing you grow day by day is just great to see."

What I most appreciate about you is



"- clarity on your communication
- you are a helper and a great manager to your designers
- love your style of feedback and collaboration
- ask for help is a plus, I think you have a humbleness of always be asking for comments not all managers do that"

Testimonials

“A massive thank you for the constant support and guidance you all provide. You are constantly finding ways to improve the culture and morale, to make it more enjoyable for us to work within.”

In relation to the quality of work we produce, it is great to know that we are always challenged to strive to achieve the best and that we are always on the lookout for better ways of working.”

“Breath of fresh air to the My EE app team! Brings lots of great ideas and enthusiasm to the team and has already made a massive impact and contribution. Good having you on board dude.”

“Ben is a brilliant designer, your help and advice on the projects is invaluable and really appreciated. Thanks for being so supportive!”

“Been a pleasure collaborating with Ben on many projects - figuring out how to provide the best CX.

A real champion of the value of the content and product design combo too!”

“Ben is a superstar in our alliance. As well as doing great work and having an awesome, wide-ranging knowledge, Ben brings a positive and inclusive attitude to work every day.”

“Thank you for your energy and always putting yourself forward. You're great at looking out for your colleagues, and helping people to think more creatively.”

Recognition

**Brilliant Rated
User at Heart Hero
Creative Collaborator
Service Design Superstar**

Experience Highlights

**Apprentice UX workshops
Managing design teams
Recruitment and team building
Facilitating Design Sprints
EE Design Language
Experience Principles workshops
Performance management
Design system support
Landscape mode accessibility work**

Contact



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CV: [View my latest CV](#)

Happy to have a call, or visit you in person to discuss your project requirements.

Or if you're in the Toronto area simply make an appointment on +1 (647) 646-3390 and drop by and meet me at my studio.