



Benjamin Katz

Product designer

404-565-6870

www.benkatz.io

bkatz237@gmail.com

San Francisco, CA

Experience

Getaround / Product Designer

May 2017 - May 2019

Audited and redesigned Getaround's product style guide with product team, giving consistency to product deliverables and reducing handoff time to engineering teams.

Lead an initiative in redesigning Getaround's renter experience informed by user interviews, journey and experience mapping, as well as sketching, wireframing, and prototyping.

Designed a brand new fuel recording experience for Getaround renters, improving renter and owner net promoter scores and reducing company customer happiness operation costs.

ShootProof / UX Design Intern

May 2016 - August 2016

Designed and implemented a master set of wireframes, annotations, and flow elements for product team, increasing speed of UX development and handoff to visual design and marketing teams.

Redesigned web and mobile experiences for creating and assigning photograph watermarks.

Fullstory / UX/UI Design Intern

May 2015 - July 2015

Designed and developed Fullstory's user feedback features Magic Moments for qualifying and resolving web based experience issues, increasing customer's user retention.

Designed and coded new user onboarding flow via emails and in-app notifications, improving customer conversion from trial to full product account.

LG Electronics / UX/UI Design Consultant

June 2014 - August 2014

Prototyped an updated mobile TV remote app for LG's line of Smart+ TVs through sketches, wireframes, and clickable prototypes, revamping the LG TV viewing experience.

Provided user experience strategy for Smart+ TVs interfaces via user personas and scenarios, affinity diagramming sessions, and usability testing.

Education

Georgia Institute of Technology

June 2012 - December 2016

B.S. Industrial Design 3.59 GPA

Skills

Adobe XD

Photoshop

HTML

Axure RP

Sketch App

Illustrator

CSS

Principle

Figma

Indesign

Framer JS

After Effects