Ben Spear   hi@benspear.design   Portfolio   LinkedIn   +1 617 680 4751

Design is a tool for organizational growth. 20 years of experience across UX/UI, brand, web and software design bring the value of design to diverse challenges and opportunities.

Interim Director of Design Geode Capital Management, Aug 2021 – Dec 2022

— Introduced human-centered design to support an internal software startup
— Planned, hired and managed a three-person UX team
— Worked cross-functionally to ship a suite of four applications
— Led rebranding and website redesign

Director of Design HubSpot, Aug 2017 – Jan 2019

— Grew a marketing design team during a re-org from centralized to partnered model
— Worked with cross-functional leads (engineering, video) to resource and ship lead-gen tools
— Merged marketing and product design systems for a holistic customer experience

Director of Product Design Lighter, May 2016 – Jul 2017

— Created a design practice at a seed-funded vegan tech startup
— Researched, built, tested, and shipped mobile web UIs including white-labels

UX & Visual Design Instructor General Assembly, Jul 2015 – present

— Lead the instruction of UX, Visual Design and Design Thinking courses and workshops
— Coached students on career pathways, portfolios, and networking

Designer, Advisor & Coach, 2003 – present

— **Rhode Island School of Design** Created and led an outcomes-based UX advanced studio
— **Rocky Mountain Institute** Supporting a sustainability leader with website research and strategy
— **albo** Advised a Mexico-based challenger bank's product and marketing design teams
— **AI4GOVT** Prototyped an AI-powered procurement application for the IRS
— **YLabs Global** Coached a design manager, delivered a design leveling matrix
— **Olson Zaltman** Conducted deep-mind research for F500 companies (P&G, Unilever, Toyota)
— **Brand Hack** Cofounded an 8-hour brand design sprint offering for early-stage startups

Skills

— Design leadership	— Brand identity	— Facilitation
— Design strategy	— Design systems	— Creative direction
— Product design	— User research	— Figma, AdobeCC

Education

Boston University College of Fine Arts BFA in Graphic Design, 1997 – 2002