

# Ben Slawson

Product Design Manager & UX Designer

Portfolio & CV 2024



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What people kindly say about me



**Hello 🖐️ I'm Ben Slawson.  
Product Design Manager and UX Designer  
based in Toronto, Canada.**

Creative

Skateboarder

Team Leader

Parent

Mentor

Husband

UX

Snowboarder

# 02 My interests



Stuff I enjoy



Music



Film



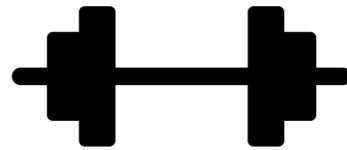
Piano



Piano



Cycling



Gym



Books



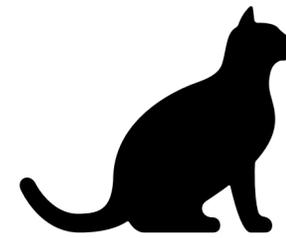
Tennis



Ideas



Travel



Cats



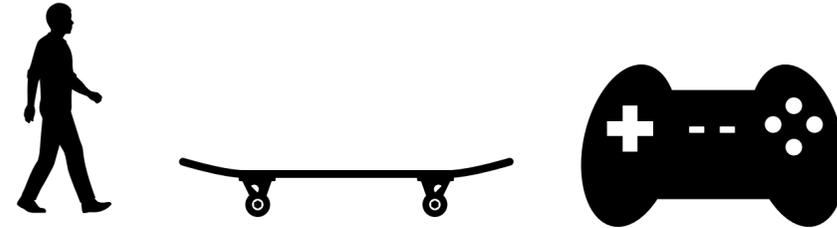
Exploring

# 03 Passions



The passions that drive my work

**I'm passionate about people, products and technology.**



**I have a passion for inclusive design and accessibility.**



**I love design.**



# 04 Beliefs

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What I believe in

**I believe great product experiences start with the needs of the user and should be accessible to all.**

**Great design is clean and simple.**

# 05 Brands



Some of the brands I've worked with



**SAMSUNG**



**WGSN**



**NHS**

**Lee**<sup>®</sup>



# **Ways of working**

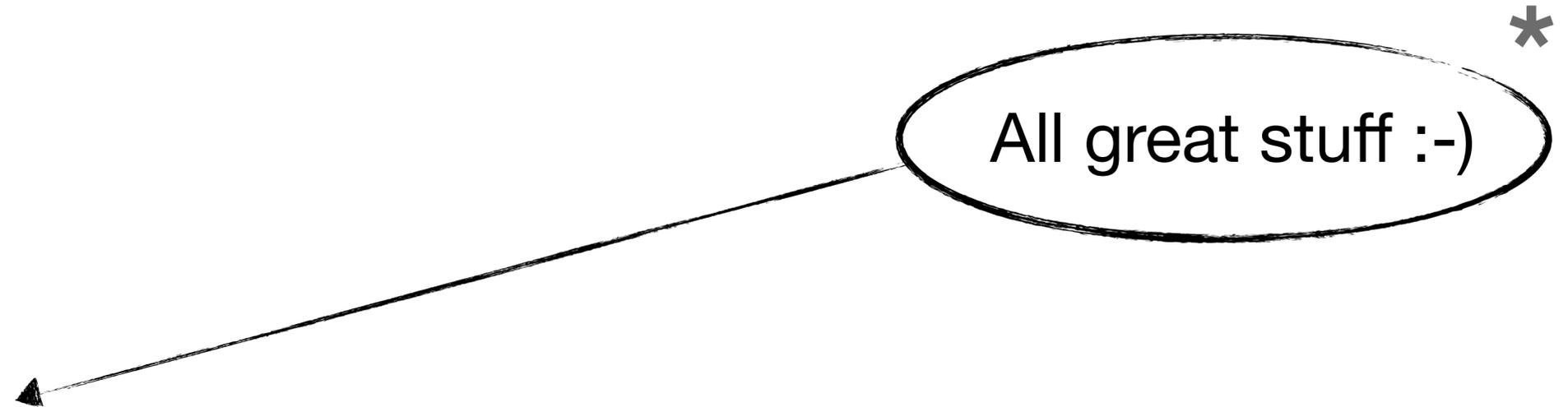
# 06 Ways of working



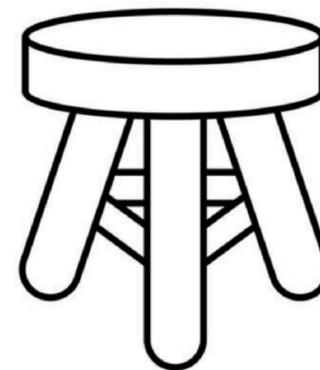
How I work with teams



**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.

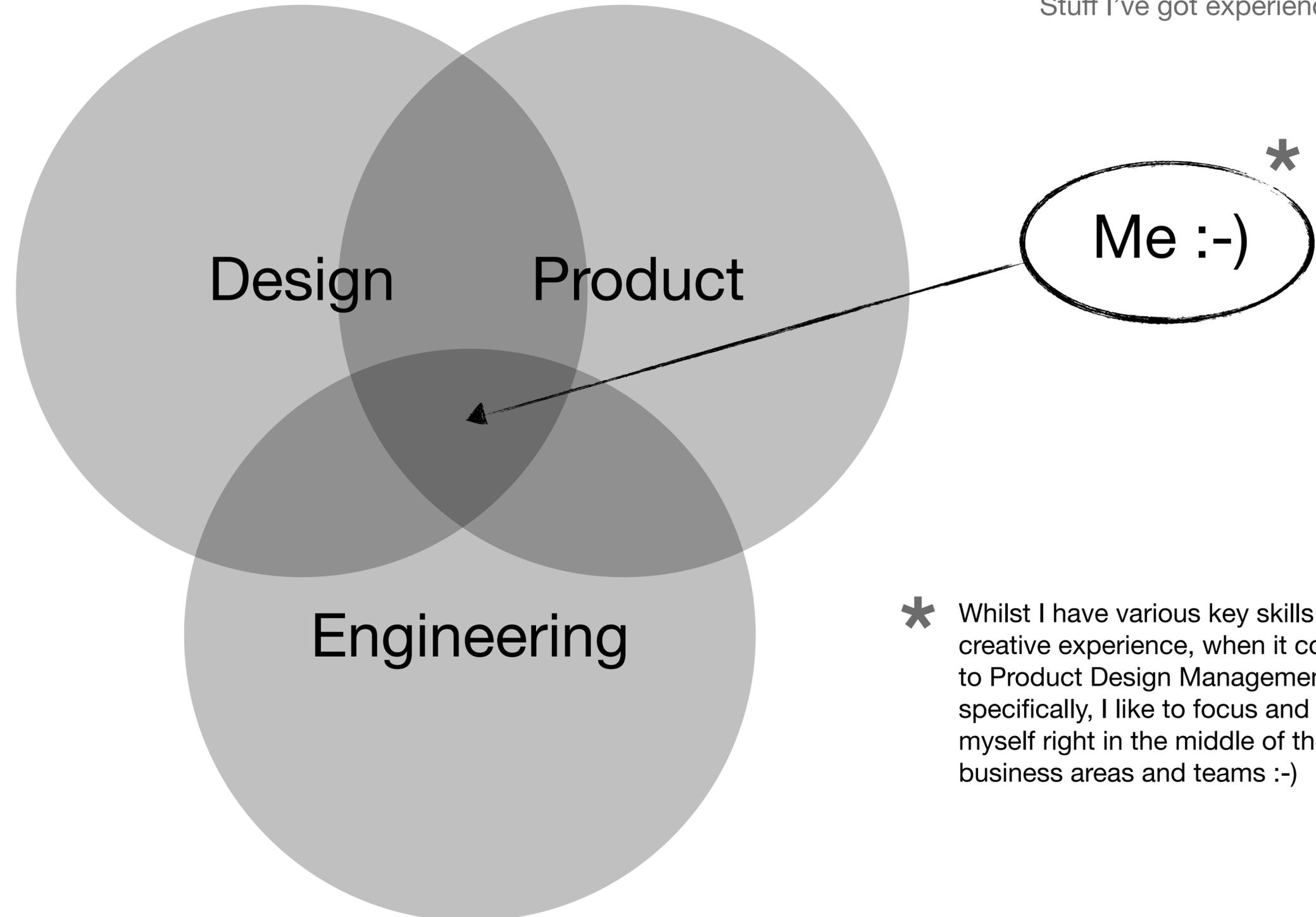
Happy to discuss this further also :-)

# 07 Key skills



Stuff I've got experience with

User Experience  
Website Design  
Wireframing  
E-Commerce  
Banner Advertising  
Digital Marketing  
Corporate Identity  
Brand Development  
Art Direction  
Content Production  
Guidelines Development  
Advertising Concepts



\* Whilst I have various key skills and creative experience, when it comes to Product Design Management specifically, I like to focus and place myself right in the middle of these business areas and teams :-)

**Latest work**

# 08 Latest work



## New EE design language and visual brand direction

### Brief

EE are the No.1 mobile network in the UK. Customers needed a more vibrant and exciting look and feel to marketing and digital interactions to help evolve the new EE brand.

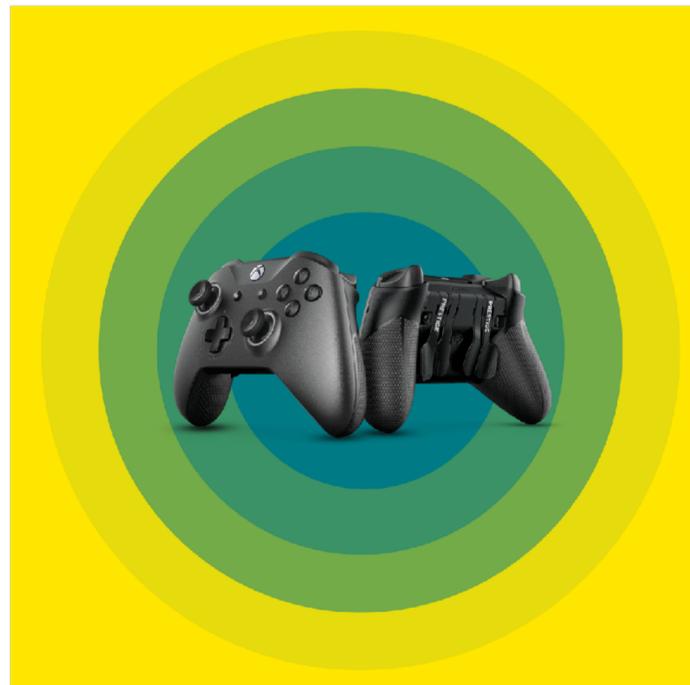
### Approach

Working as part of the digital design team at EE we worked collectively with brand and agency teams to develop visual concepts that focused on logo shape, colours and font use.

### Outcome

These design ideas were my early stage concepts that helped form the foundation for the rebranding of new EE. The full rebrand and launch of New EE was completed in late 2023.

Visual designs and brand concept direction



Examples of recent work

# 08 Latest work



## Examples of recent work

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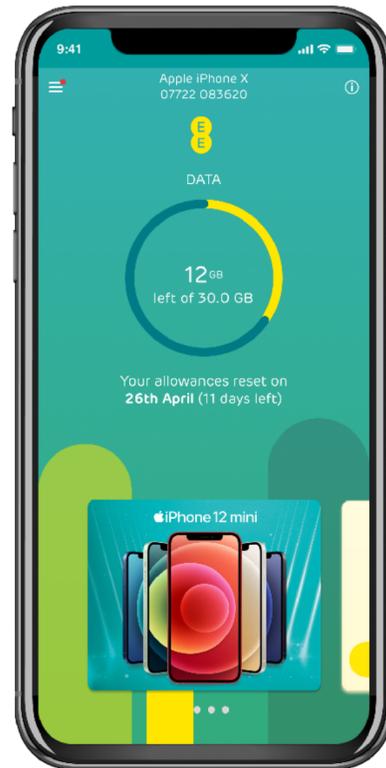
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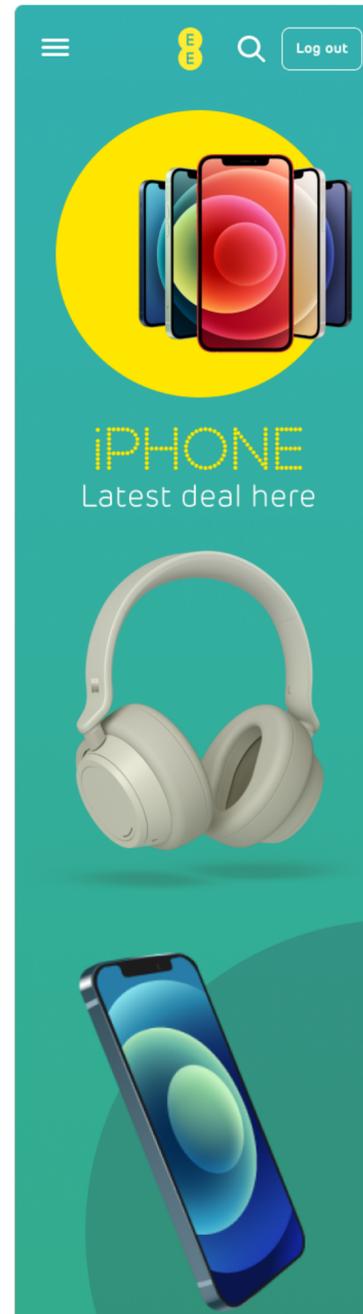
#### Outcome

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App visual concept



Mobile visual concept



Desktop and tablet visual concept



# 08 Latest work



## Customer account concept mood board and UI designs

### Brief

Create a new look and feel for the EE customer account dashboard inline with direction for the updated look and feel for new EE.

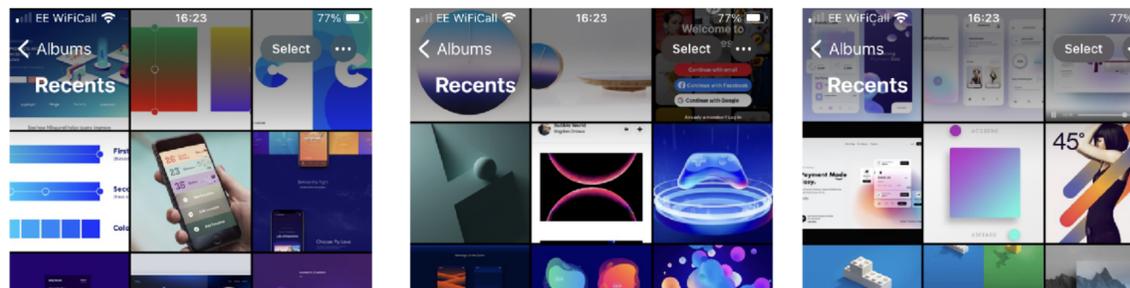
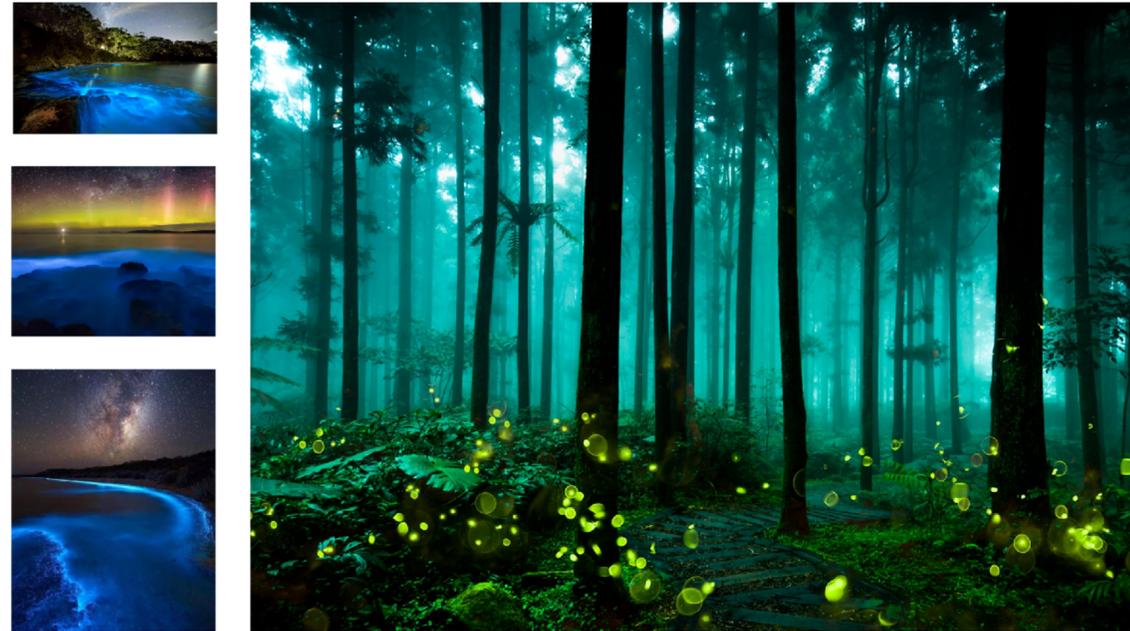
### Approach

I created a mood board of visual ideas and concepts that focused on background effects, light and materials that conducted and colours to help highlight areas of focus for customers whilst interacting with their account.

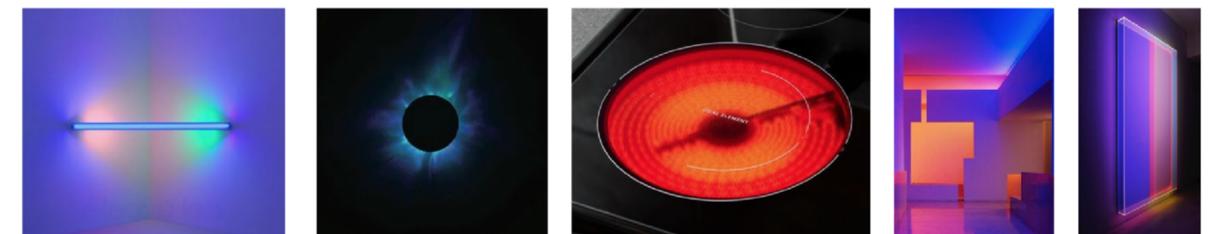
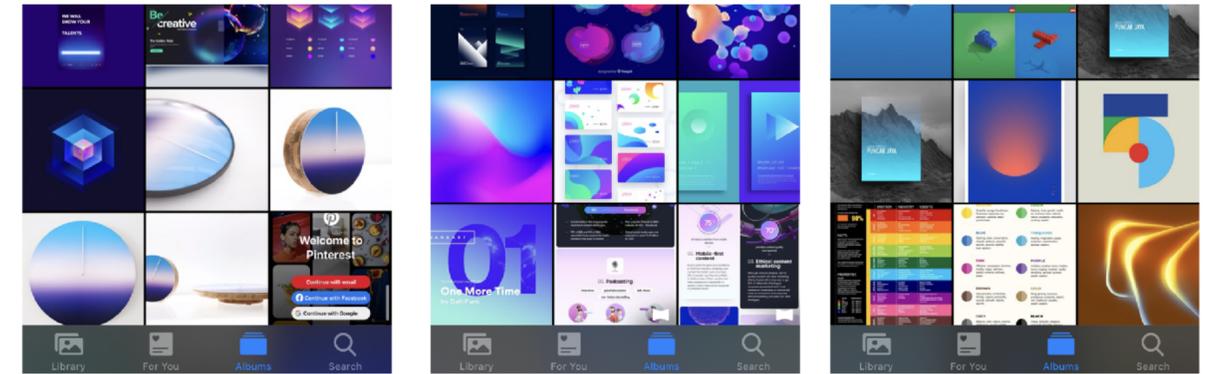
### Outcome

The visuals and UI concepts helped support the design uplift for the new EE website and app.

UI visual design treatment ideas and concepts



Examples of recent work



# 08 Latest work



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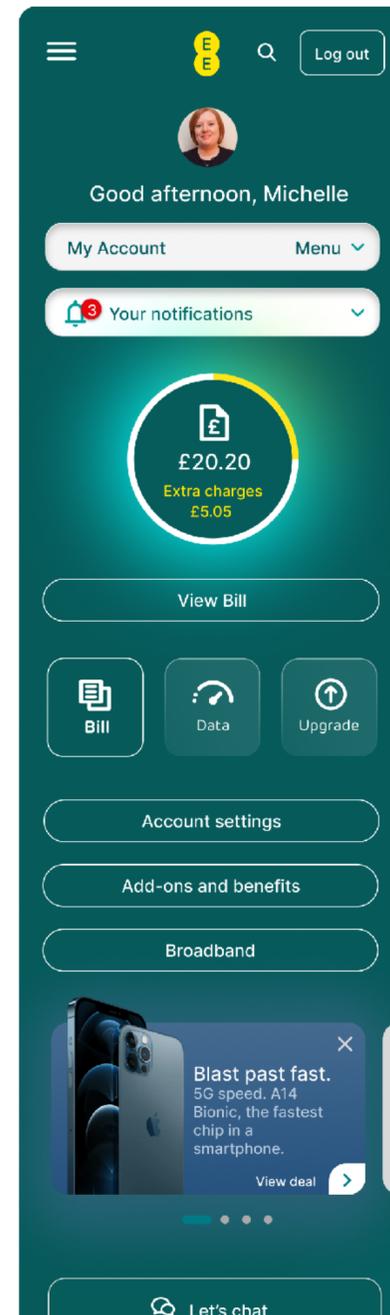
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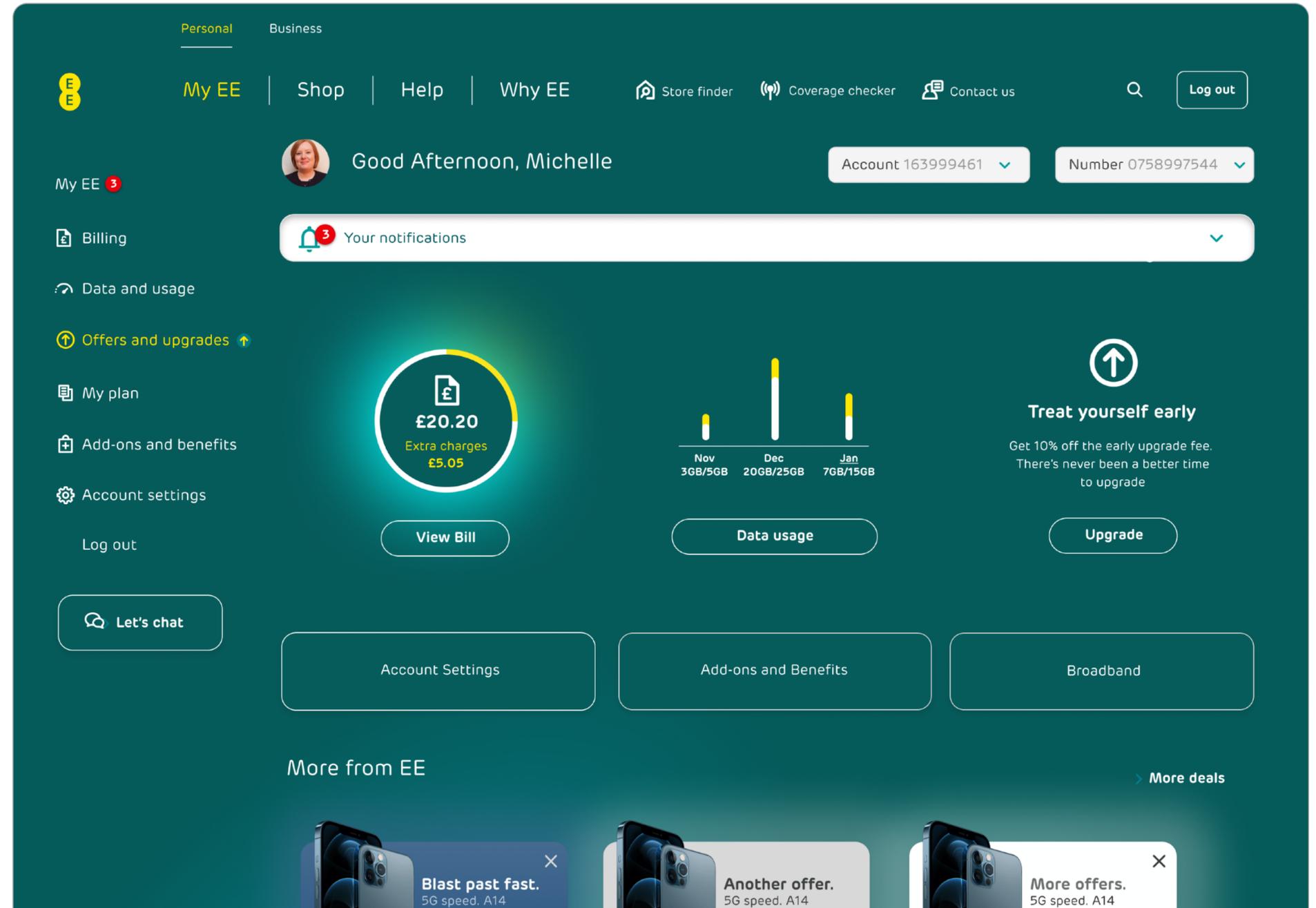
### Outcome

The visuals and UI concepts helped support the design uplift for the new EE website and app.

Mobile



Desktop



# 08 Latest work



These experience principles were created with a design workshop that I led and facilitated at BT group :-)

Examples of recent work

## Digital Experience Principles

### Brief

Create a set of experience principles that help point BT and EE in the right direction to do the right thing for users and the wider business.

### Approach

The experience principles were created by engaging with a wide range of business stakeholders developed with a set of workshops.

### Outcome

Whilst these were the first set of digital experience principles for BT and EE they went on to influence various designs delivered. More recent versions are still in use and referenced daily by the digital teams and wider business.

Original versions of the BT and EE Digital Experience Principles

The infographic is a red rectangular graphic with white text and icons. At the top left, it features the BT and EE logos. The main title is 'DIGITAL EXPERIENCE PRINCIPLES'. Below the title is a sub-header: 'Experience principles work like a compass. They point us in the right direction to ensure we do the right thing for our users and our business.' This is followed by a paragraph: 'Describing 'what' we create more than 'how', we use them every day. But they're most valuable when we're faced with difficult decisions.' The infographic is divided into eight sections, each with a title, an icon, and a short paragraph of text. The sections are: 1. 'Always start with a user need' (icon: person with gear), 2. 'Meets needs, beats expectations' (icon: rocket), 3. 'Personal is powerful' (icon: heart), 4. 'Everything is a prototype' (icon: paper airplane), 5. 'Obvious always wins' (icon: 1+1=2), 6. 'Daringly simple' (icon: circle), 7. 'Worthy of trust' (icon: shield with checkmark), 8. 'Not just websites and apps' (icon: network diagram).

## DIGITAL EXPERIENCE PRINCIPLES

Experience principles work like a compass. They point us in the right direction to ensure we do the right thing for our users and our business.

Describing 'what' we create more than 'how', we use them every day. But they're most valuable when we're faced with difficult decisions.

- Always start with a user need**  
What we create is for users first and foremost, whether they're customers or fellow employees. It meets their validated needs, so what is valuable for them will be valuable for the business too. And we know that user needs may differ between BT and EE.
- Meets needs, beats expectations**  
It doesn't end when we've met our users' needs – we have to delight the beyond that. We measure impact so we always know where we're delivering and where we're not. And because needs and expectations change over time, our experiences change too.
- Personal is powerful**  
Personal is in everything we do. We understand the importance of context, and we tell our users what they need to hear in the moment – not what we want to say about ourselves.
- Everything is a prototype**  
The first thing our users see is a minimum viable product. It evolves from there as we test and refine, learning fast along the way. And we change the experience to suit user behaviour, rather than try to force a user behaviour to suit us.
- Obvious always wins**  
Our experiences are fast, focused and consistent. We respect our users' time, and get them where they need to be as quickly as we can. That means hiding complexity, and making it obvious what comes next.
- Daringly simple**  
An experience is at its best when it's at its simplest. We keep only what adds value for users and delight then through content, not decoration. We put the same effort into removing things as we do adding things, but never at the expense of clarity.
- Worthy of trust**  
What we design is reliable, accessible and inclusive by default. We create 'with', not just 'for' our users. And when difficult decisions need to be made, we do right by them.
- Not just websites and apps**  
We know that websites and apps are only part of the picture. Our experiences are part of a real-world journey that's aligned across touchpoints, from our retail and contact centres to new interfaces.

# 08 Latest work



This sketch idea of mine specifically drove the early stage UI app mock up design concepts to the right of the page :-)

## WiFi controls UX concept sketches and UI mock-ups

### Brief

Create a way for customers to manage their devices on their home network and run speed tests to ensure paired devices are running effectively and efficiently.

### Approach

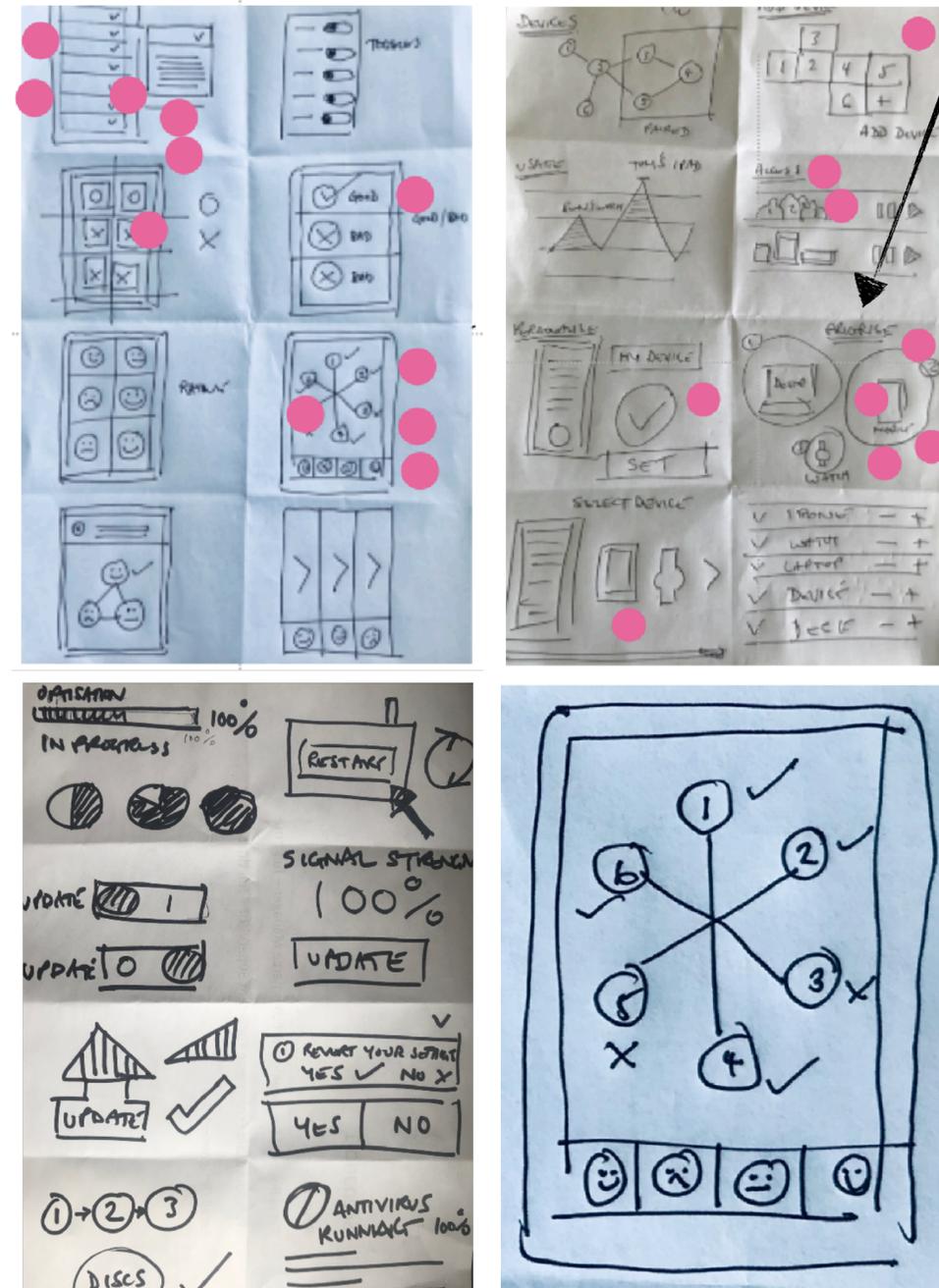
I led and participated in various design team workshops. We used a Crazy Eight approach as a team to develop sketches and ideas.

### Outcome

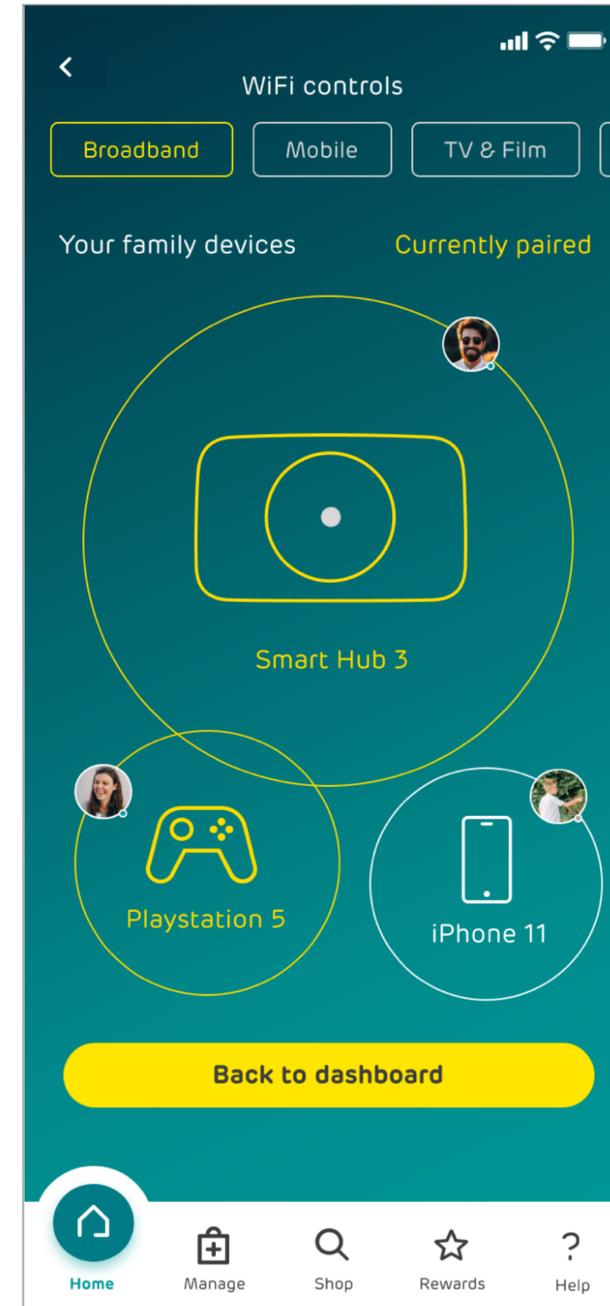
Using the ideas and sketches from the workshop we developed UI visuals for the EE app.

Whilst the latest WiFi controls version of the app continues to evolve, these early ideas and visuals helped shape how customers interact with the app and their smart home products.

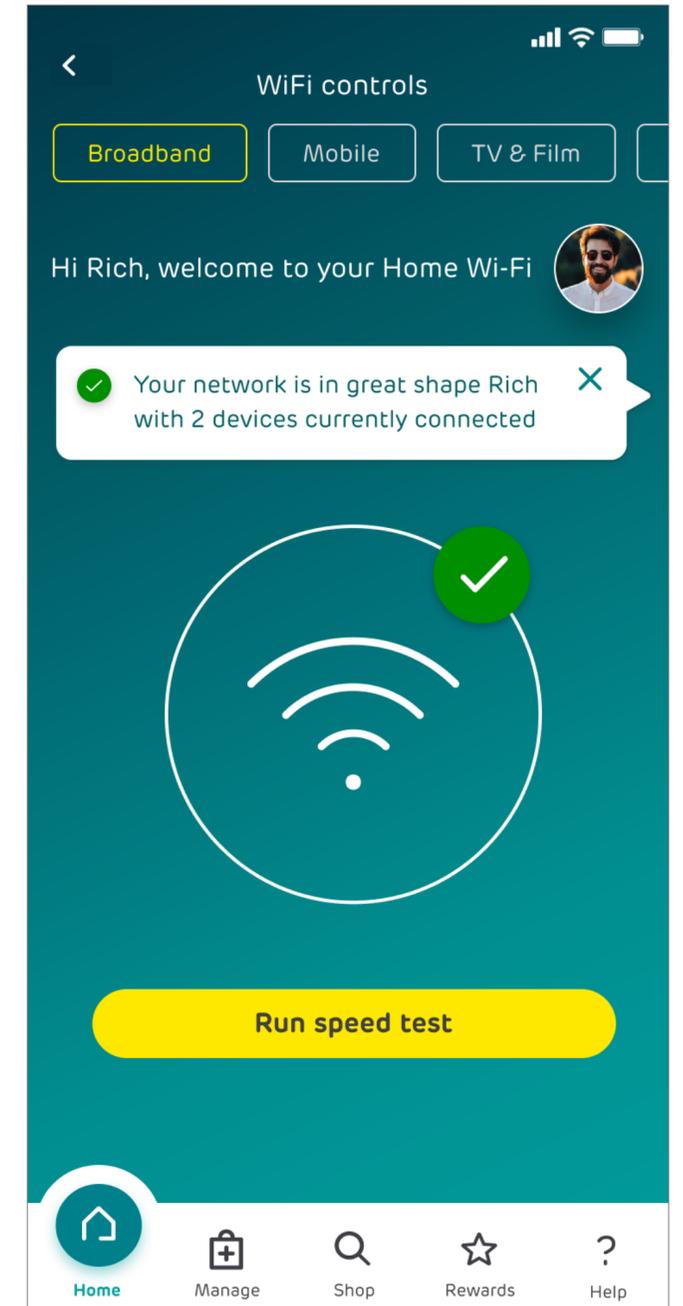
Crazy 8 Low-fi sketches and wireframes



Early stage UI app mock up design concepts



Examples of recent work



# 08 Latest work



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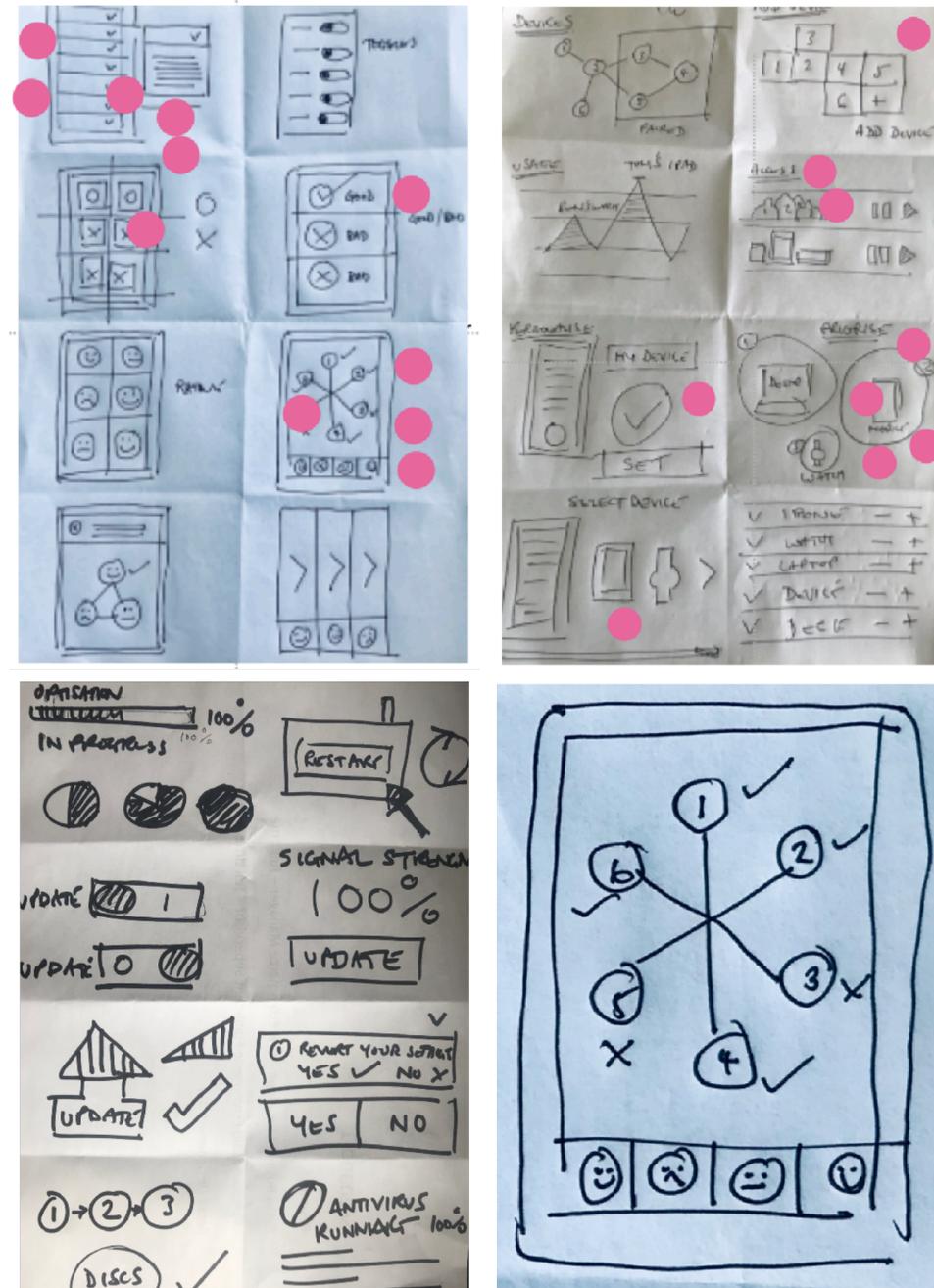
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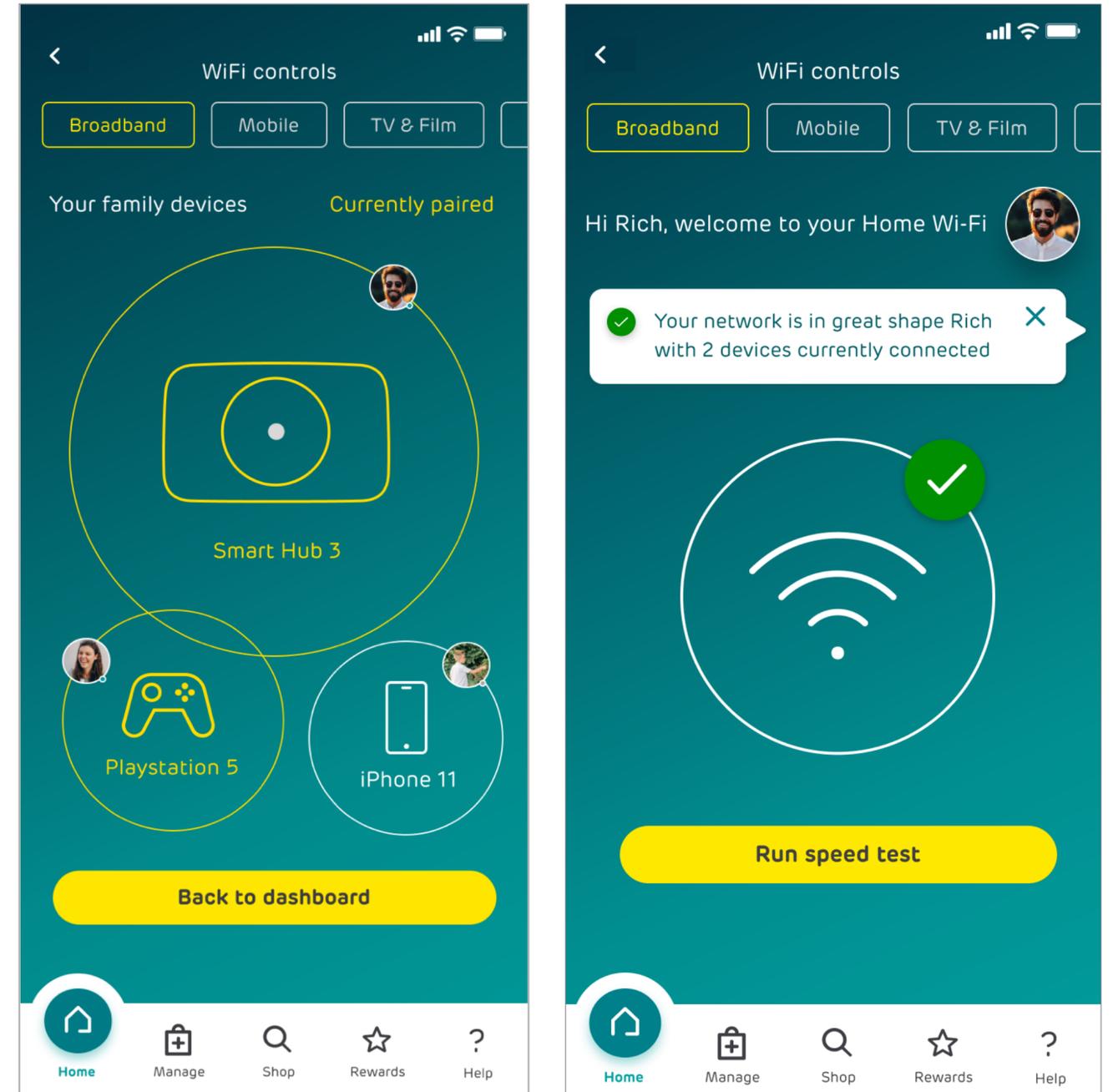
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BEN SLAWSON DESIGN

Crazy 8 Low-fi sketches and wireframes



Early stage UI app mock up design concepts



Examples of recent work

**CV**



## Ben Slawson

### Product Design Manager

Recently relocated from London, UK to Toronto, Canada.  
Available now for new UX design opportunities both freelance and full-time.

## Summary

I am a Design Manager, Product Designer and digital creative with 20+ years design industry experience and UX expertise. Passionate about people, products, design and technology, I thrive on problem solving and creating great customer experiences.

Successful product design begins and ends with the user at the heart. Accessibility, inclusive design, aesthetics and usability are my creative tenets. I have extensive creative, tech and telco experience designing and delivering digital products that answer both customer needs and business requirements. I've also worked with several brand and design agencies both freelance and contract.

## Skills

- Managing high performing design teams, leading digital design projects and managing stakeholders.
- Extensive website and app design experience and user-focused UX/UI design.
- Brand development, e-commerce, responsive design and prototyping skills using Sketch, Figma, Mural and Adobe Creative Suite.
- Team player who works collaboratively with design, brand, development teams and stakeholders from initial briefing through to final completion of designs, delivering high-quality user-focused products with multiple dependencies.
- Strong communication, collaboration and conflict resolution skills supporting and empowering teams large and small.
- Cross-functional digital experience working with insights, user research, product, service design and engineering teams.
- Design thinker, empathetic people-first manager with extensive product development and stakeholder management expertise.
- Results driven and used to working within a fast-paced agile digital project environment, both agency and client-side.
- Performance management and recruitment experience, team building and problem solving.



## Experience

### **BT Group plc - Product Design Manager**

April 2022 - Present (2 years)

I was promoted to manage design teams of up to 10+ Designers both full-time and contract. Working as part of a design leadership team for Digital within BT Consumer. Digital transformation, app and website design and delivery for EE and BT brands. Responsibilities included recruitment and performance management, team building, design delivery within the digital team at BT Group.

### **BT Group plc - Specialist Product Designer**

April 2020 - 2022 (2 years)

Senior product design role creating the strongest and most intuitive online experiences for 20m+ UK customers. Senior product management, stakeholder and team management design experience. My role was focused on maximising conversion and website performance to ensure customers have the optimal online sales and digital service experience.

### **EE - UX Product Designer**

Jan 2015 - March 2020 (5 years)

Responsible for creating customer digital experiences across all EE digital channels with a focus on engagement, service and persuasion to increase conversion, website performance and customer retention.

### **Ben Slawson Design - Digital Designer**

November 2009 - Jan 2015 (5 years)

Freelance industry experience working with clients from fashion-to-finance. Website UI and software application creation, iOS, mobile platform development and responsive user-experience focused design. Agency digital design, UX, creative direction and Front-end website design and UI development focusing on WordPress design customisation and feature development. E-Commerce, content creation and digital development support for agency clients and luxury fashion brands.

### **Vision with Technology - Web Designer and Art Director**

February 2006 - September 2009 (3 years)

Creative direction of brand and digital client projects within design, technology, financial and publishing markets. Managing strategic project direction, design and development teams, budgets and delivery of projects. Art direction, UX, marketing, advertising and PR, new business development.

### **WGSN - Trends Graphic Designer**

January 2005 - February 2006 (2 years)

Working with one of the leading fashion information brands. Designing and developing web content. Creating online graphic and CMS content for Trends and Think Tank fashion and style directories. Communicating with editorial staff day-to-day to update directories and complete website redesigns.



## Experience

### **Ben Slawson Design - Web Designer**

January 2002 - Sept 2004 (2 years)

Freelance design work products which included consultancy work at LEGO UK restructuring their website IA and web content.

### **LBi (Ion Global) - Senior Design Associate**

August 2000 - November 2001 (1 year)

Brand development and digital agency experience working with Cable and Wireless and NatWest Business Banking. I also worked with NHS creating sales and marketing decks and delivering new business pitch work.

### **Wax New Media - Digital Designer**

May 1998 - June 2000 (2 years)

FMCG brand experience working on a Tomb Raider web viral banner campaign design. I worked with Agent Provocateur, First Sport and Blacks UK on their website design development. I also worked with brands including Lee Jeans, Channel 5, Thunderbirds and Ribena creating digital marketing work and promotional website digital assets.

BEN SLAWSON DESIGN

## Education

### **London Guildhall University - BA Design Studies Degree (2:1)**

May 1997 - June 2000

### **Loughborough College of Art and Design - Graphic Design National Diploma (Merit)**

May 1995 - June 1997

## Contact

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Website: <http://www.benslawson.com>

LinkedIn: <https://uk.linkedin.com/in/benslawson>

# Testimonials

# 10 Testimonials



What people kindly say about me

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



"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



"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



"- 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"

# 10 Testimonials



What people kindly say about me

“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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Get in touch, it would be great to chat :-)

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LinkedIn: <https://uk.linkedin.com/in/benslawson>