

YARA BENJAMIN

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EXPERIENCE

Product Designer II

Aug '21 - Dec '23

Coursera | Open online course, certification, and degree education platform (B2C)

Led the design for degree landing pages on desktop and mobile web, with a focus on user conversion. Collaborated with the SVP of Degree Marketing, Head of Product, and Head of Engineering to redesign degree landing pages on both the user-facing and client-facing sides. Worked closely with product manager to create data driven vision projects, including the implementation of personalization, social proof, and the introduction of the ability to stack certificates and courses to earn degree credit. Collaborated closely with cross-functional product teams on course, certificates, onboarding, and profile to streamline workflows and ensure product changes scaled. Provided support to all degree teams in EMEA, APAC, and NAMER, and collaborated closely with the degree client services team to ensure all changes could scale with language translations.

Senior Product Designer

May '20 - July '21

Slice | iOS & Android local pizza food ordering on iOS & Android (B2C)

Led iOS and Android app redesign to increase new user acquisition. Led research and design of the new Slice Rewards loyalty program to increase customer retention rate. Led post-order UX improvement to improve users order tracking experience. Worked collaboratively with other designers to overhaul the Slice Home and onboarding experience. Worked with CPO and VP of Product and outside agency for product vision.

Senior Product Designer

Apr '19 - Mar '20

Koala | Customer-experience focused food ordering platform

Led the design of a digital food ordering ecosystem that includes web ordering, native iOS app, and in-store kiosks. Clients include Shake Shack, Wingstop, Chase Arena, and Pollo Tropical. Designed a content management system that allows for brand level customization, based on brand guidelines and needs. Leading design research to help Koala compete in emerging verticals in the food ordering industry and keep up with industry trends. Working with leadership team at Koala to develop product vision and project planning around big picture goals.

Lead UX/UI Designer

May '18 - Apr '19

innRoad | Hotel property management SAAS

Managed an international team of designers to implement new workflows and add features to the existing property management software. Conducted user and market research to ensure optimal usability for our software and a complete brand overhaul of the design system. Created brand style guideline that was applied all new and existing designs. Put together upmarket differentiator proposals to help innRoad target larger, full-service properties.

UX Designer

Sep '17 - May '18

Mediaocean | Ad tech software company

Created and shipped designs of Mediaocean's various desktop ad tech and accounting software for both domestic and international agencies and partners. Collaborated with a multinational team of product managers and developers to generate new features, created workflows and roadmaps, and enhanced existing UI based off of client and market needs.

UX Designer (Contract)

Dec '16 - Sep '17

Multiple companies | iOS, web, internal dashboard

Worked on team overhauling back-end video analytics dashboard used by content sellers. Led team in research including user interviews and A/B testing. Led full mobile app redesign for continuing education platform with cross-functional team of product owners, developers and managers to establish UX process within the organization

User research, user interviews, information architecture, competitive analysis, wire framing, prototyping, graphic & visual design, user testing, design project planning and HTML/CSS

Figma, Sketch, Adobe Illustrator, InDesign, Photoshop, XD, Principle, Zeplin, InVision

Trinity College, Psychology B.A.

General Assembly, UX Immersive

UX TOOL KIT

EDUCATION