

# Ben Prudden

*UX/UI Designer & Illustrator*

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## EDUCATION

BA Illustration & Animation, Cambridge  
School of Art, 2011 - 2014

## EXPERIENCE

### Oxford Computer Consultants

*Product Designer, 2017 - present*

I was responsible for redesigning OCC's core finance product, ContrOCC, and launching their new social enterprise venture, Ami. I established modular component styleguides for both products, working closely with the teams to promote quality, consistency, and improve the efficiency of front-end processes.

*UX Designer, 2015 - 2017*

As part of the consultancy, I was responsible for working directly with clients including IMS Quintiles, Sport England, NHS, and National Grid. We worked in agile sprints conceptualising, researching, and designing their digital experiences to tackle complex problems and meet user needs.

### Freelance - Fruto Studio

*Brand design, 2017*

I worked closely with Fruto Studio to define their new creative brand direction, including logo mark, typography, colour palette, and brand guidelines.

### Freelance - GoldenZone

#### Pharmacovigilance

*Web design, 2015*

I worked with GoldenZone to design and code their website to better promote core pharmacovigilance services to new clients. New business increased 100%.

### Freelance - Oxford Brookes University

*Illustration, 2015*

I worked with the biomedical sciences department to create a range of illustrations explaining radiation to children attending Brookes Science Fair.

### Freelance - TWI-Global

*Animation, 2014*

I was commissioned by TWI-Global to create a series of storyboards and animatics to promote the opening of their new conference centre in Cambridge.

## EXPERTISE

User experience, user research, journey mapping, sketching, wireframing, prototyping, usability testing, UI design, styleguides, visual design, brand design, illustration, iconography, animation.

## TOOLS

Sketch & InVision

Adobe Creative Suite

HTML & CSS

## SPEAKING & EVENTS

**2017** UX in the City talk

**2017** UX Oxford talk

**2014** Lille Fete de L'anim screening