

# Bennett Stavelly

Design Leader, Senior UX/Product Designer,  
User Testing Specialist



# Hi, I'm Bennett.

**Design Leader, Senior UX/Product Designer,  
User Testing Specialist**

I've always had a passion for art and came into design and UX by deciding to partner that passion with my interest in technology and computers. Over the years I have expanded my expertise from UI/UX to Research and User Testing as well, as they go hand in hand in understanding the end user and creating the best possible experiences to delight them. I also have expertise in product management, front end development and leading teams.

I have more than 8 years of experience in design spanning across UX, Design, and UI Design and more than 4 years of in user testing and user research. My strengths lie in being able to communicate with and understand the user to best understand them. I pair that with my ability to be empathetic and pull it all together to create strong human-centered design.

## **SKILLS**

UX/UI Design, UX Research, Usability/Multivariate Testing, User Interviews, Design Strategy, Stakeholder Management, Future State Vision Design, (Rapid) Prototyping, Wireframing, Competitive Analysis, Persona Creation, Journey Mapping, Design Thinking, eCommerce Design

## **SOFTWARE**

Sketch, Figma, InVision, Mural, Zeplin, Axure, Justinmind

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# 01

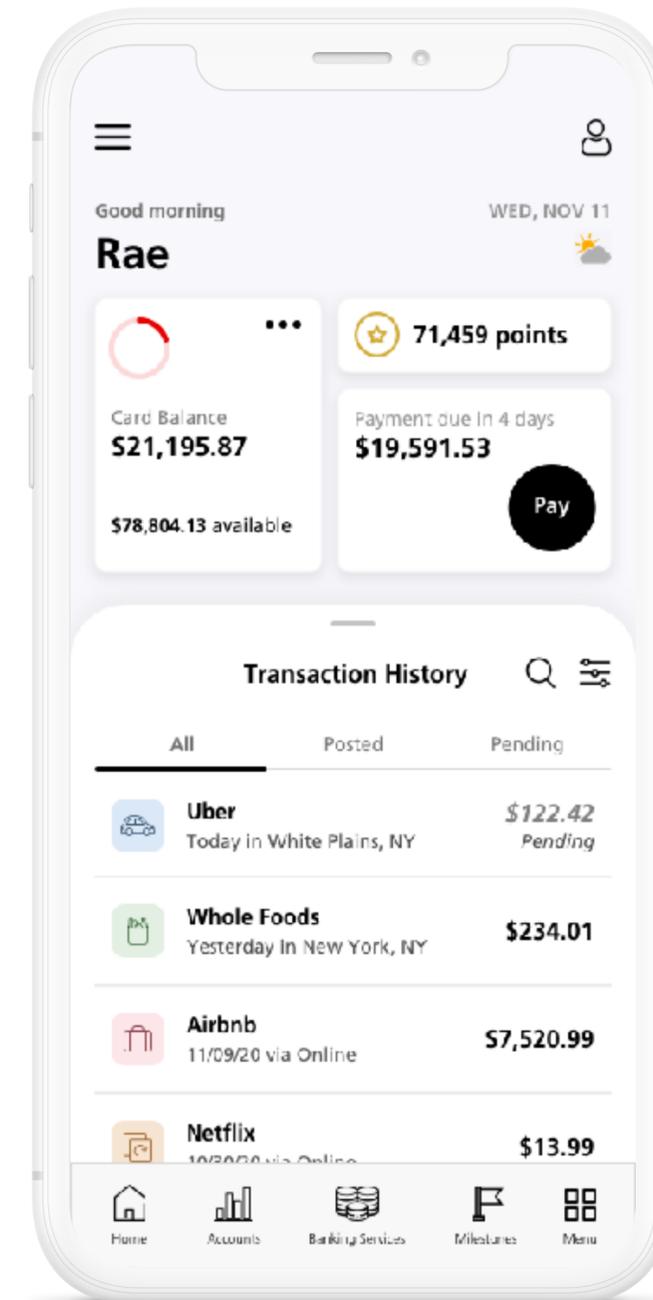
## PROJECT OVERVIEW

# Designing a credit card experience for high-net-worth customers

As more and more people adopt digital services and tools, traditional banks must create differentiating experiences that align with user's expectations. Our team worked with a tier 1 global bank to define a vision and high-level roadmap that provides digital servicing capabilities for their credit cards, targeted at the high-net-worth (HNW) and core affluent (CA) segments.

Design Lead

Research



## 01 Designing a credit card experience for high-net-worth customers

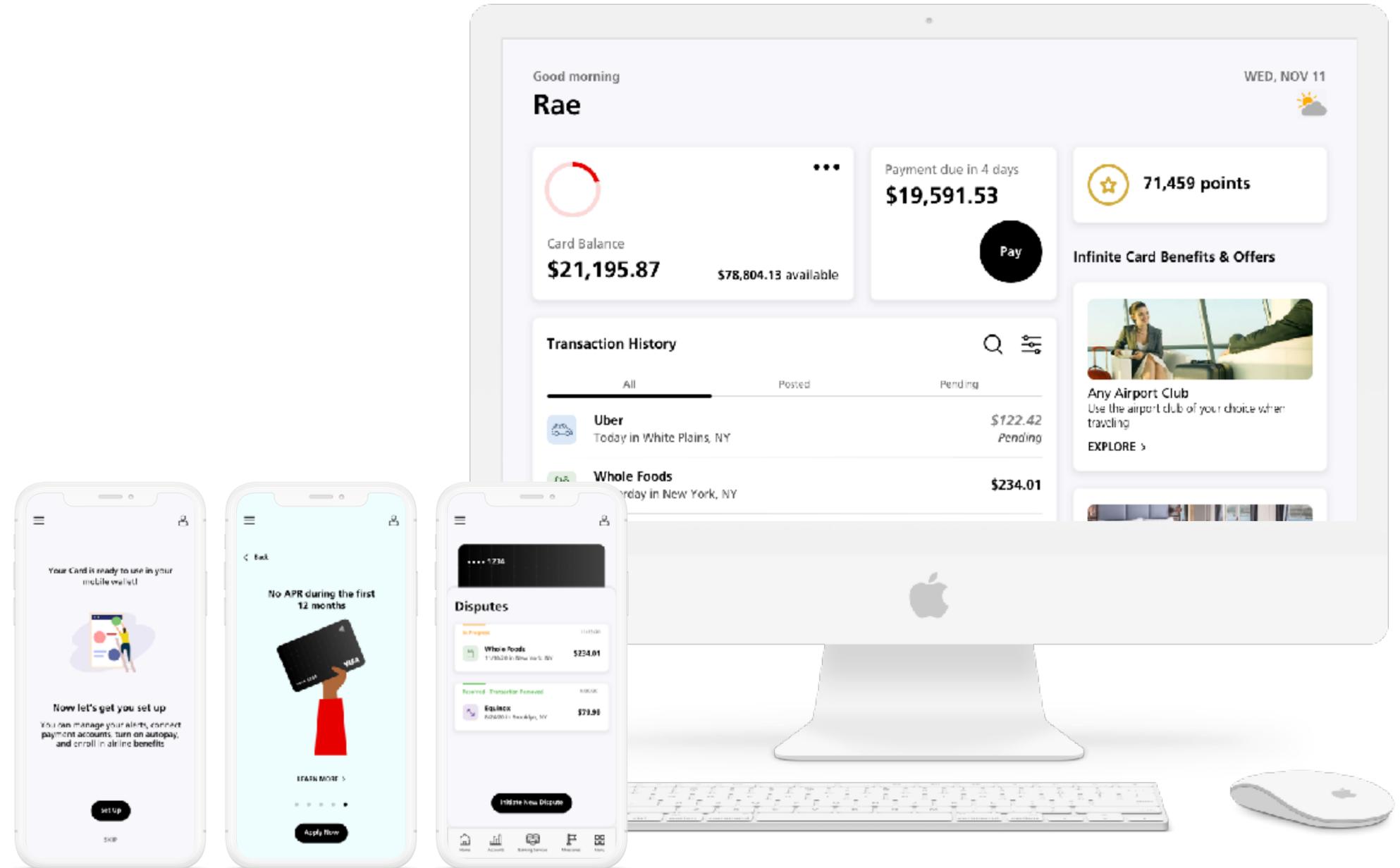
### The Team

Our team was comprised of 4 UX Designers, 1 Design Lead, 2 Researchers, 1 Business Analyst, 1 Banking Expert, and 1 Project Manager.

### My Role, Deliverables & Impact on The Project

My role in this project was as a UX/UI Design Lead & Researcher:

- Led daily reviews with the design team to push and iterate concepts towards the final deliverable.
- Facilitated user testing sessions and synthesized session outputs into actionable design iterations and requirements for MVP and future state journeys
- Designed mobile and desktop screens that brought the defined MVP journey to life
- Created a high-fidelity prototype for stakeholders to use to get buy-in for funding



Above: Screen mockups

# 02

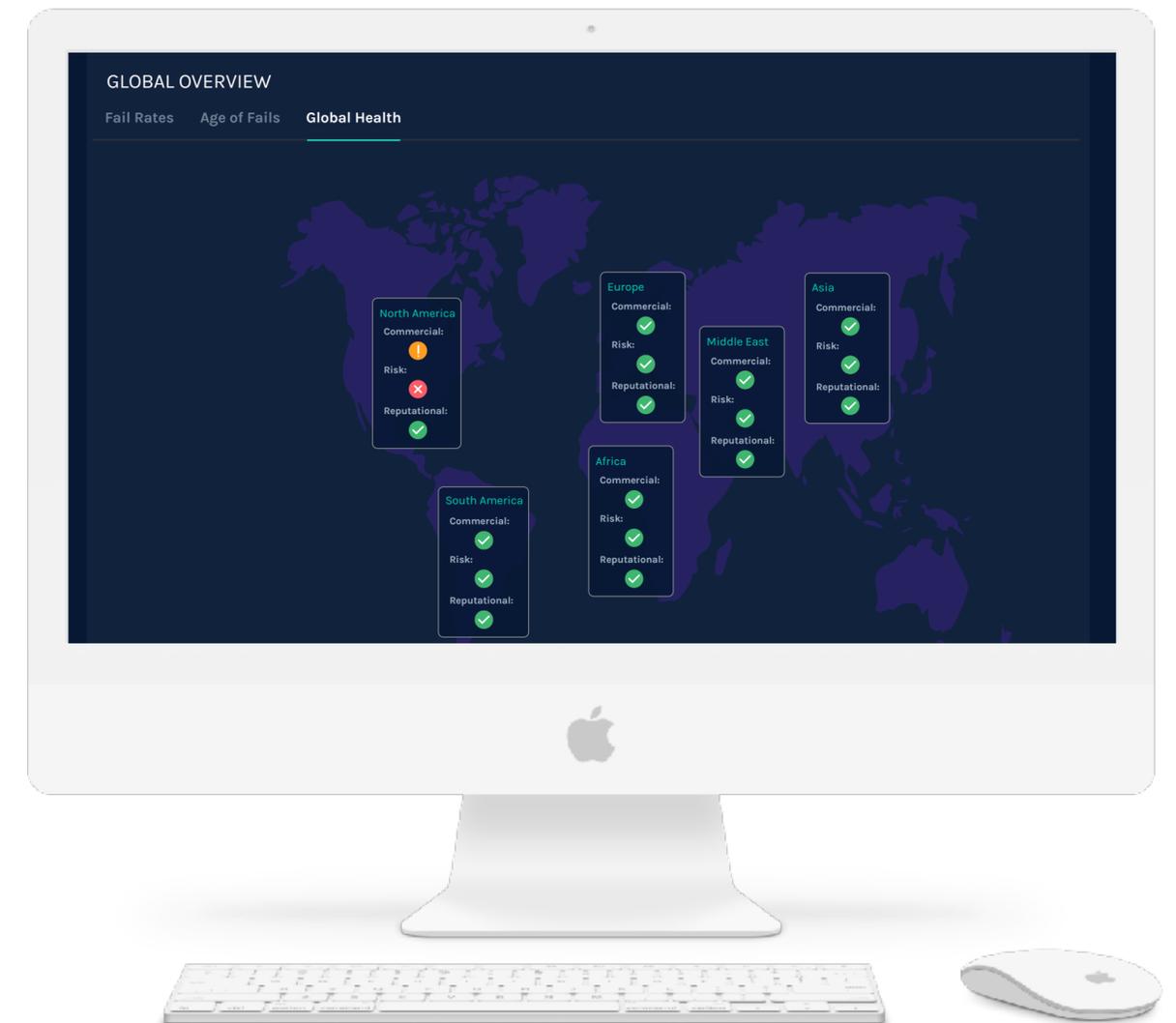
## PROJECT OVERVIEW

# Modernizing the complex story of settlement fails in a data-driven, product-centric way

As the effects Covid-19 began to set in, many investors dumped their stocks which led to one of the largest settlements fails case studies in history. A global Tier 1 wealth management firm was hit hard when their systems couldn't keep up with the exodus. My team was brought in to assess the situation, examine where the system failed, and prepare a designed concept to ensure this massive fail didn't happen again. I led research and design efforts to collaborate with the client, deliver a future state prototype concept that would put them down a path towards future success.

Design Lead

Research Lead



# Modernizing the complex story of settlement fails in a data-driven, product execution

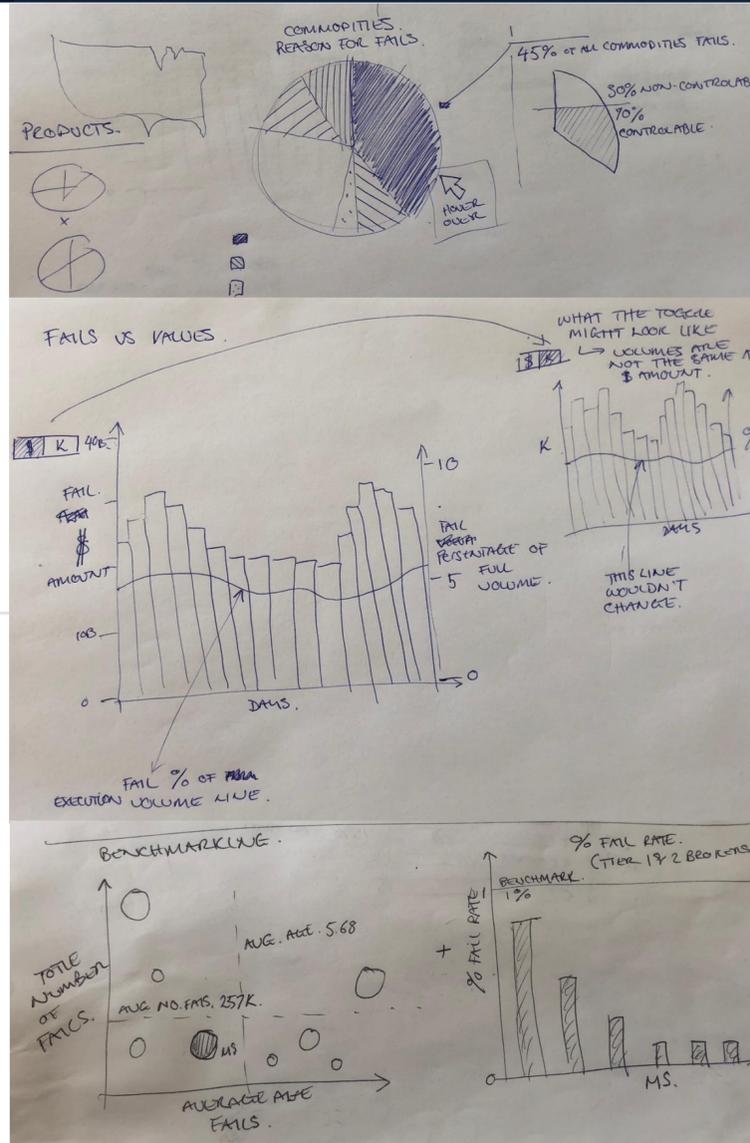
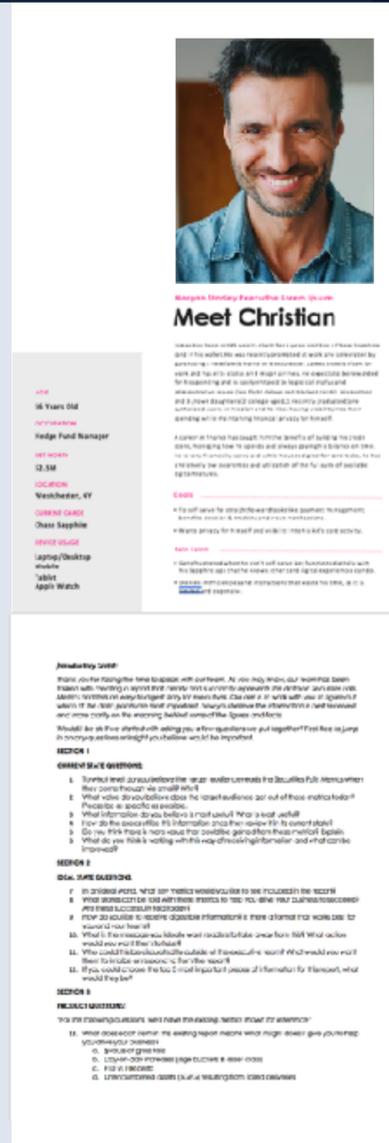
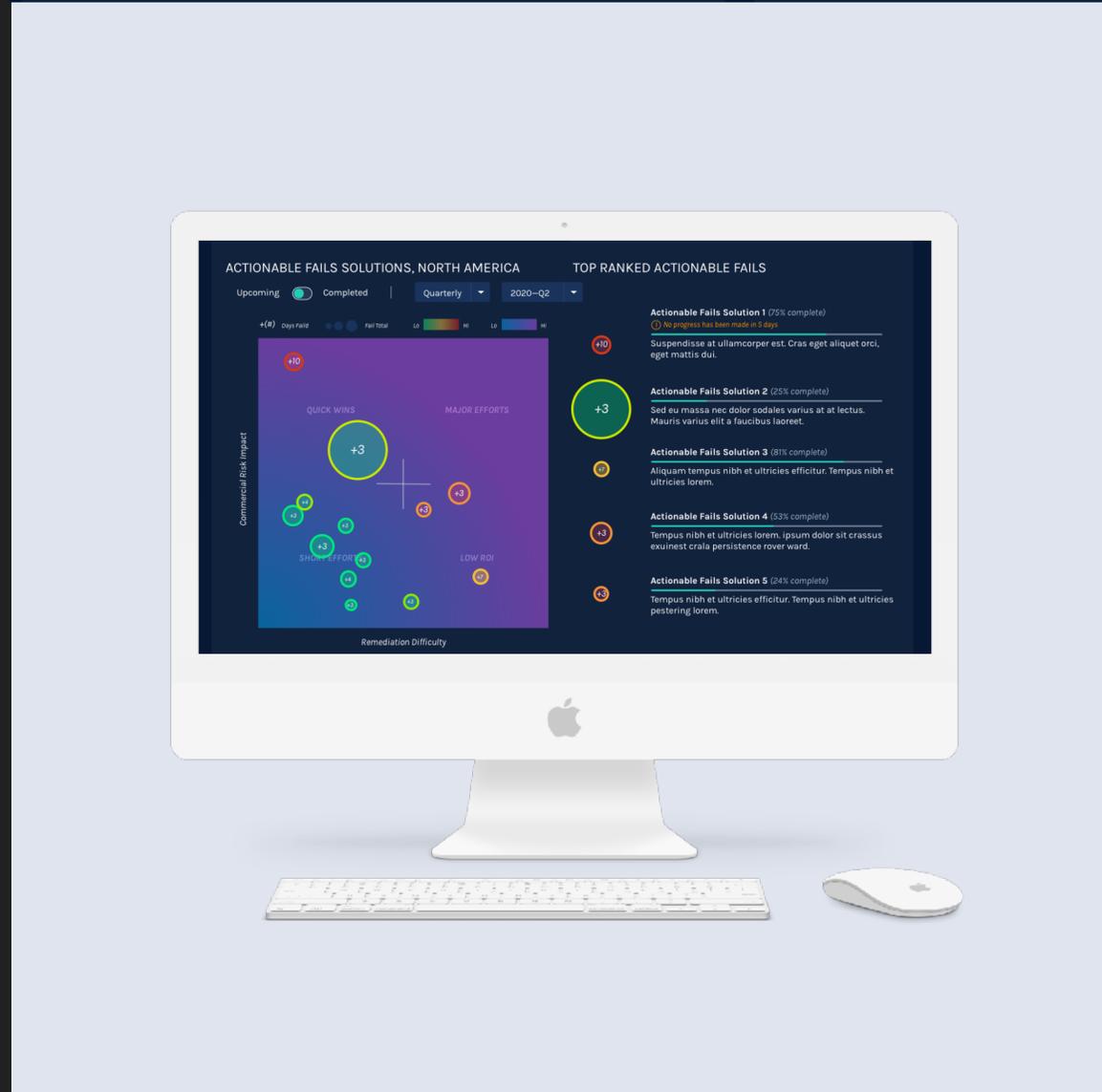
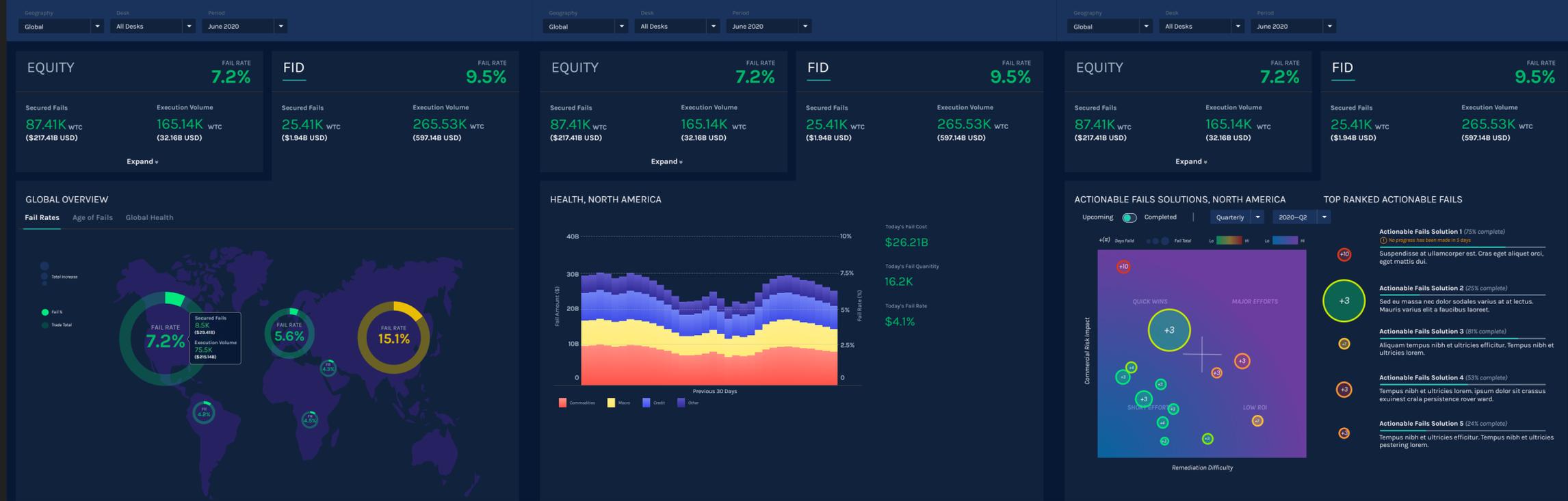
## The Team

Our team was comprised of 1 Project Manager, 1 UX Designer, 1 Design/Research Lead, and 1 Business Analyst.

## My Role, Deliverables & Impact on The Project

My role in the project was as a Design & Research Lead:

- Conducted 8 interviews with executives and stakeholders to document an understanding and timeline of what broke down and why
- Synthesized key insights that helped to define initial value proposition hypotheses
- Built concept IA and initial design flows based on user feedback and business requirements
- Created thoughtful, focused communication materials to be dispersed to our two types of identified key personas (senior executive, finance middle manager)
- Designed and iterated on data visualization focused screens that borrough the future state vision to life and pushed the brand design
- Delivered a concept prototype illustrating key aspects and new ways of telling the fails story



# 03

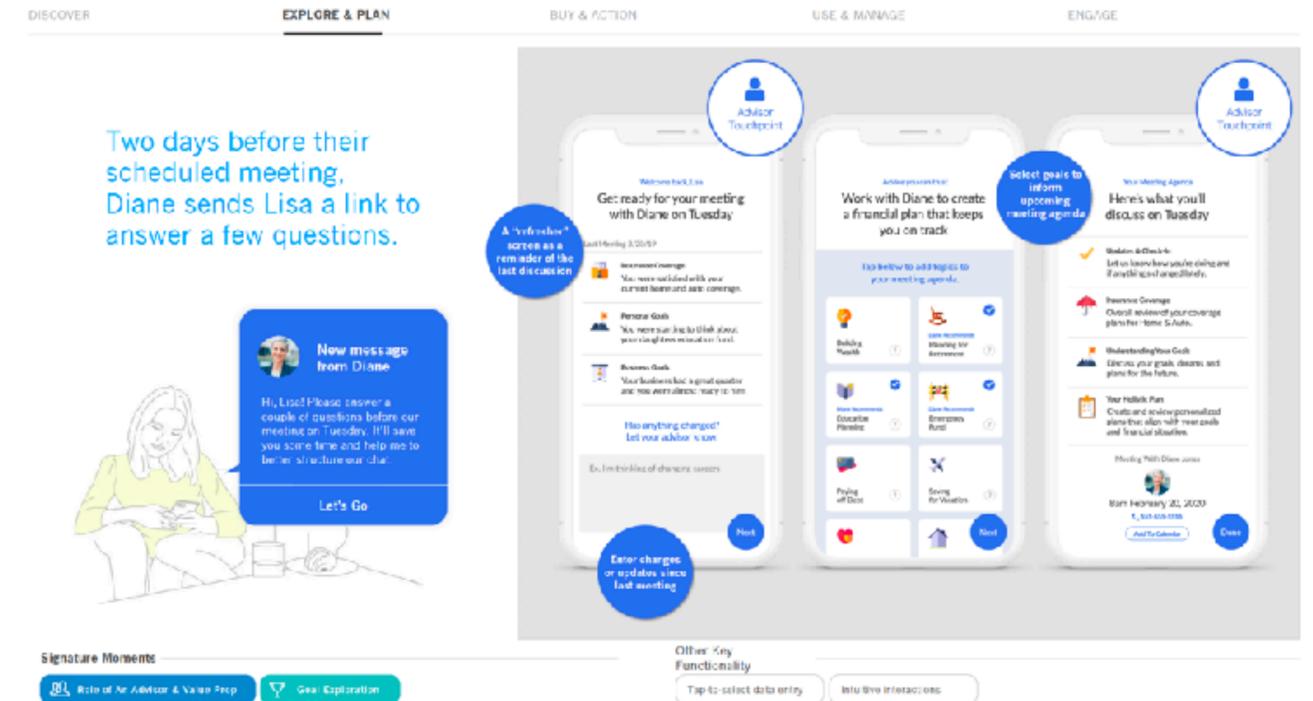
## PROJECT OVERVIEW

# Designing & envisioning a service experience to support financial wellbeing

Insurance companies must incorporate new strategies and differentiated experiences to stay relevant in today's world. Our team worked with a Canadian insurance co-operative to help create the vision that supports their new wealth strategy and the digital experience that will augment it. We took a user-centered approach to create a future vision that supported our client's strategy. Through regular, short sprints, we developed prototypes that were tested, iterated, and re-tested to create a seamless experience.

Research Lead

Design



### 03 Designing & envisioning a service experience to support financial wellbeing

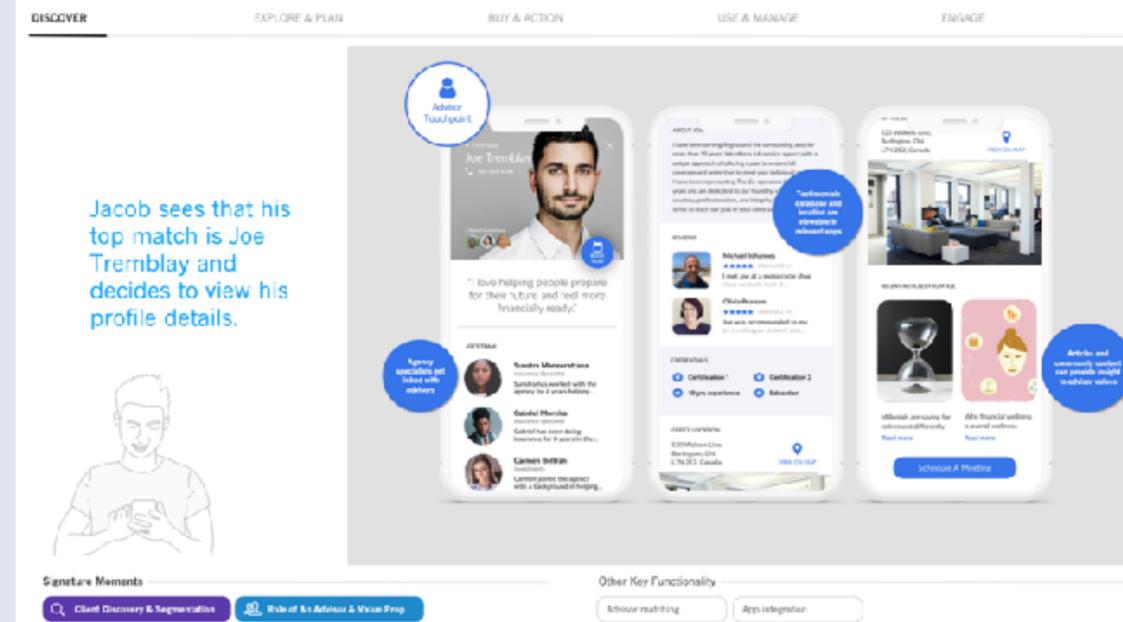
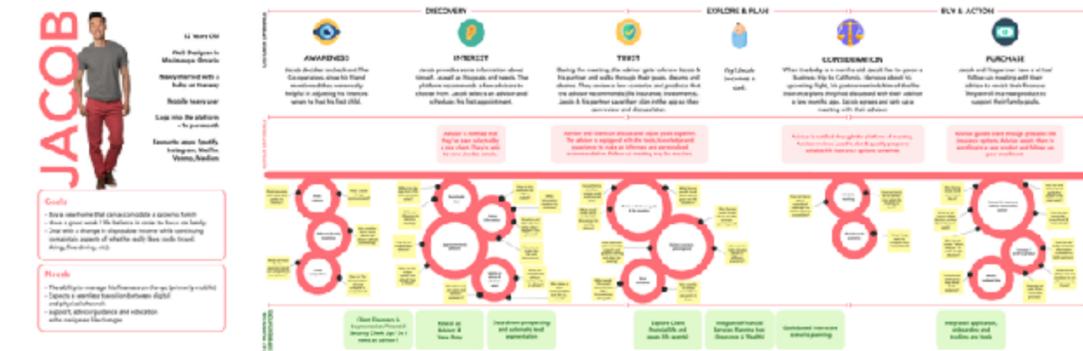
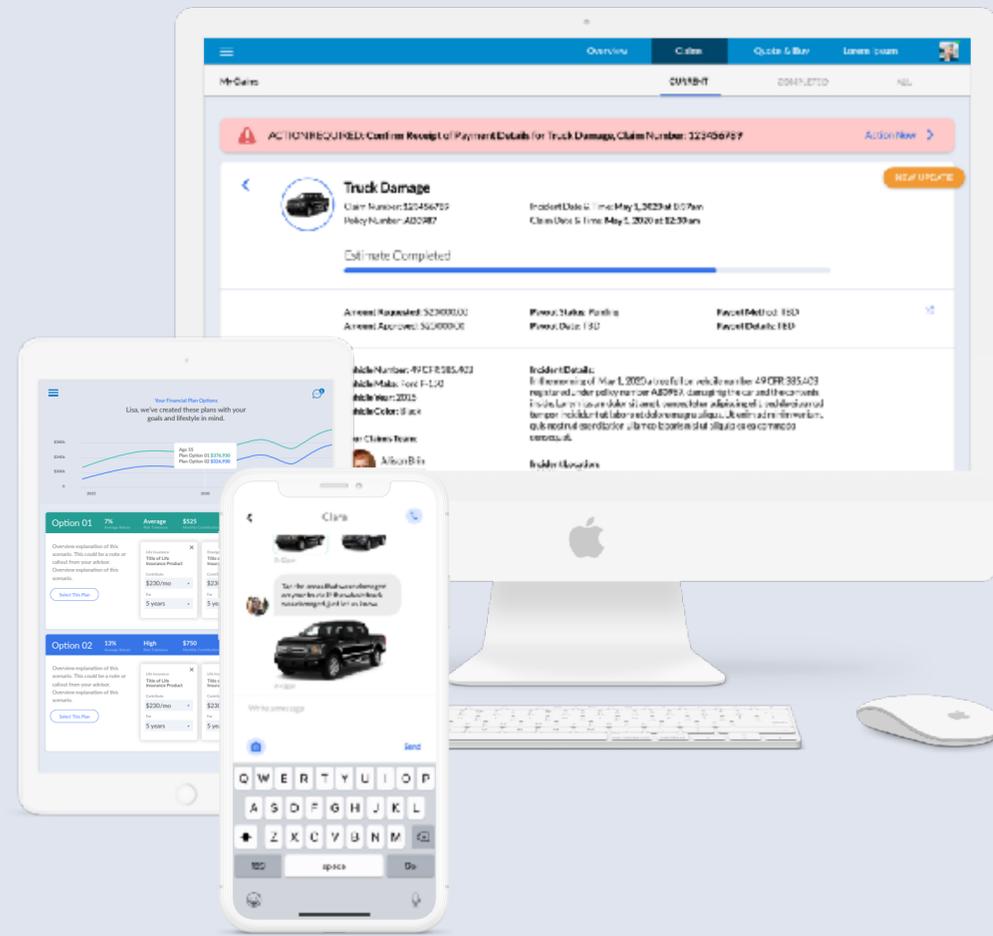
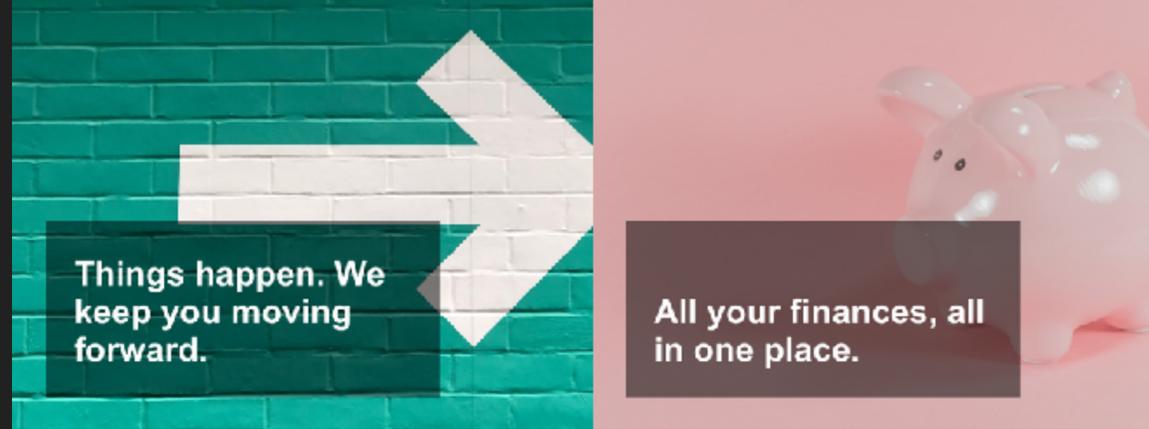
## The Team

Our team was comprised of 4 UX Designers, 1 Design Lead, and 1 Business Analyst.

## My Role, Deliverables & Impact on The Project

My role in the project was as a UX Designer and User Testing Lead:

- Conducted 9 interviews across 2 pre-defined persona groups and internal advisors to identify behaviors and needs
- Synthesized key insights that helped to define initial value proposition hypotheses
- Built concept IA and initial design flows based on user feedback and business requirements.
- Designed and iterated on responsive screens that brought the future state vision to life
- Developed internal marketing materials to articulate the vision, gaining executive buy-in



# 04

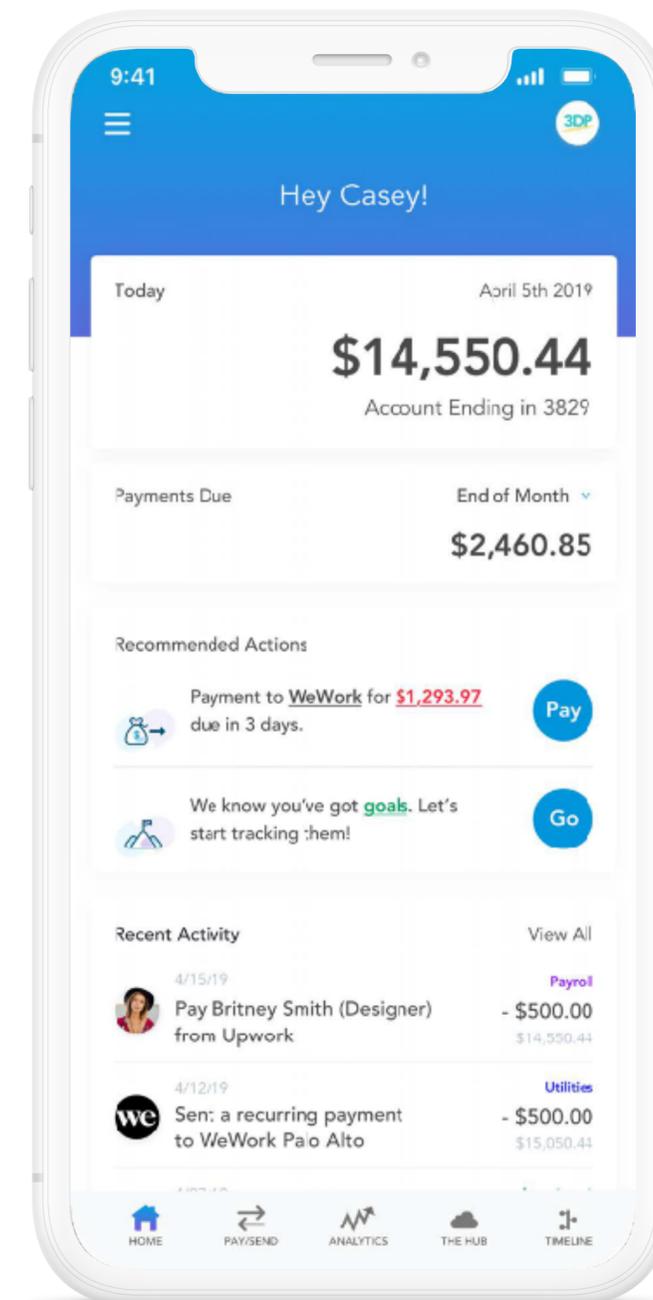
## PROJECT OVERVIEW

# Imagining the future experience for start-up founders

Entrepreneurs need resources that make it easy to manage their businesses & stay one step ahead. Starting a business is easier than ever with new companies having a range of access to products and services to help them build and test quickly. Today's entrepreneurs want quick, simple, and cost-effective tools that provide real value to running and growing their business. Our team collaborated with a commercial bank focused to help re-imagine the future state vision they could offer their clients and create a differentiating experience that provides holistic value and delight to their target market.

Design

Research



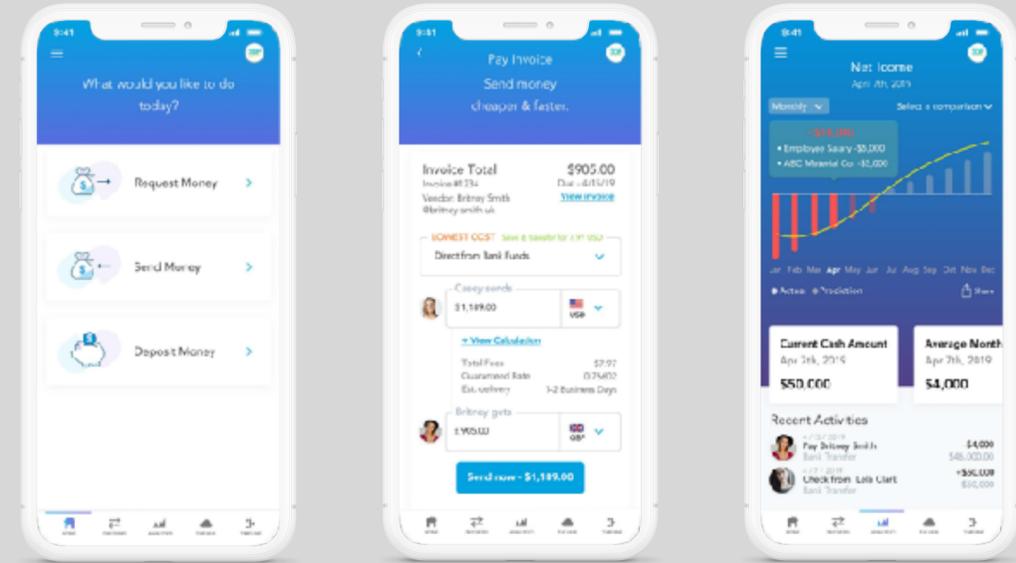
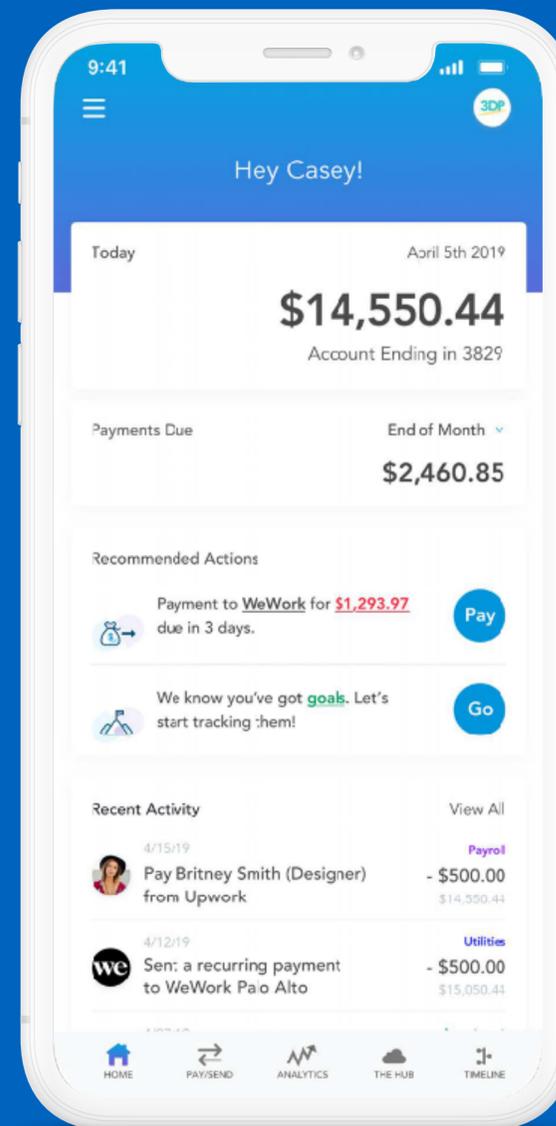
## 04 Imagining the future experience for start-up founders

### The Team

Our team was comprised of 5 UX/UI Designers, 1 Design Lead, and 1 Product Manager.

### My Role, Deliverables & Impact on The Project

- Created a persona and high-level journey map for the future state experience
- Prioritized key moments to create lo-fidelity wireframes for and to gain alignment & direction
- Ideated mood boards to help define the direction for the look & feel of the designs
- Created and designed icons and illustration style
- Co-designed 50+ hi-fidelity mobile screens that brought the experience to life via a prototype
- Work of the project resulted in our company winning the execution and development of the product



### THE PERSONA



**Meet Casey Clark**

Casey is starting a 3D Prosthetic Printing business to help low-income people who have lost limbs. She would like to focus on building the product and spend little time on managing the finances of her business.

She signed up for the mobile banking app which allows her to manage her business's finance on-the-go. She also uses this app to seek financial advice to help her at the different stages of her business.

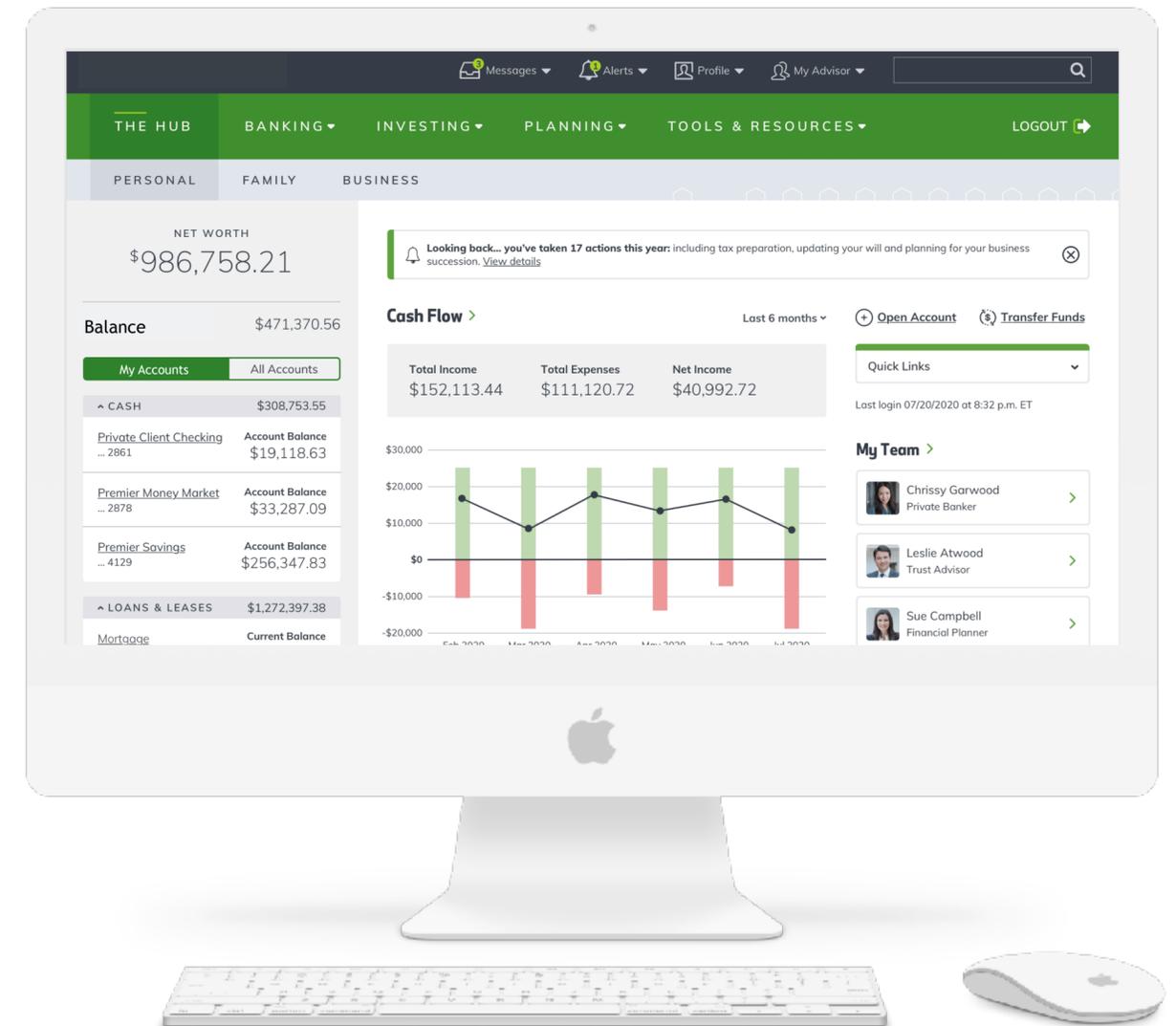
# 05

## PROJECT OVERVIEW

# Creating the best digital advisory offering for retail, and HNW wealth clients of a national bank

Digital advisory offerings are on the rise industry-wide. Our client, a national retail and investment bank, had previously validated that their clients had a significant desire for an advisory option built into their banking experience. We partnered with another firm to design the experience and independently ran two rounds of concept and usability testing with 29 end clients across three persona groups. The end product was a streamlined, validated experience that integrated the new advisory option to all bank clients.

Research Lead



## 05 Creating a digital relationship between home owners and mortgage providers

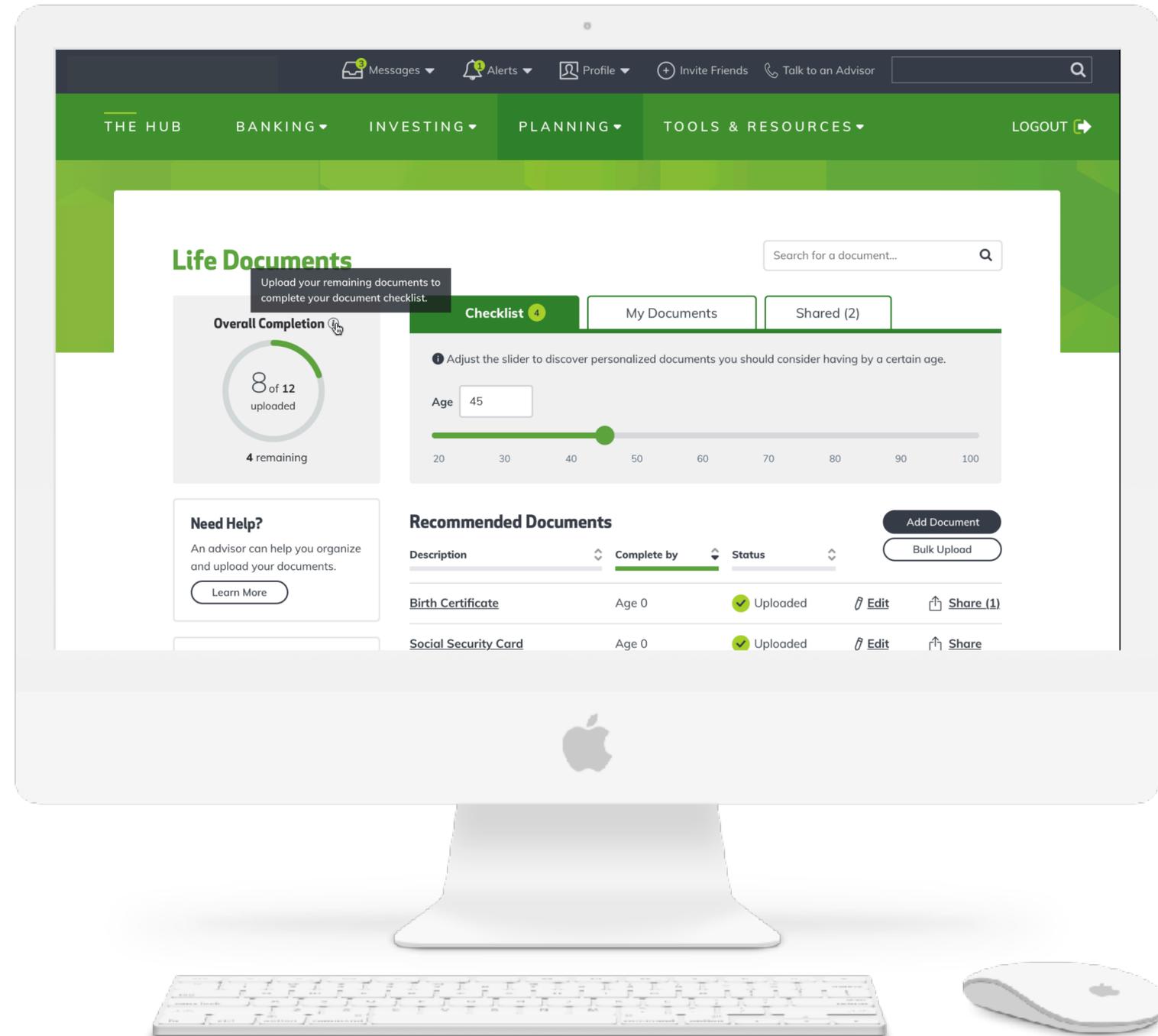
### The Team

We partnered with an outside firm to create the concept designs. Our team was comprised of 1 User Testing Specialist and a Business lead.

### My Role, Deliverables & Impact on The Project

My role in the project was as the User Testing Lead:

- Built and socialized the user testing plan for the project
- Created 3 client personas based upon known client data and industry trends
- Facilitated 2 rounds of remote concept and usability testing in 75 minute sessions with 29 clients
- Synthesized research into design change recommendations and a readout deck to guide client initiatives in the future
- Led design QA efforts to ensure quality of deliverables



Above: Screen mockups

# Bennett Stavely

DESIGN LEADER,  
SENIOR UX/PRODUCT DESIGNER,  
USER RESEARCH SPECIALIST  
SENIOR CONSULTANT



## Designing and validating experiences that delight

- Design Leadership
- UX/UI Design
- UX Research
- Usability/Multivariate Testing
- User Interviews
- Design Strategy
- Stakeholder Management
- Future State Vision Design
- (Rapid) Prototyping
- Wireframing
- Competitive Analysis
- Persona Creation
- Journey Mapping
- Design Thinking
- eCommerce Design

Bennett is a Senior UX Design Lead with a strong background in user research, design and product management. Bennett facilitates smooth team collaboration and brings versatility to the table by leveraging his experience in qualitative research, UX, prototyping, Agile product management, and usability testing.

Having worked across a variety of roles, Bennett is able to effectively communicate between different groups. He is Scrum PSM1 certified and has focused on many stages of the Agile product lifecycle—preparing stories, guiding them through development sprints and managing user, client and development expectations along the way.

Recognizing the power of research, testing and validating, he focuses on digging into analytics, surveying, observing user behavior, speaking directly with users to include them in the design process, and conducting A/B tests. In the world of products and tools, usability is key and customer empathy is crucial to success.

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### RELEVANT EXPERIENCE:

**Senior UX Designer, Tier 1 Bank** — Partnered with a tier 1 bank to design a digital credit card experience for high-net-worth clients to bring their offering up to parity and determine a mid-term future state vision. Designed a high-fidelity prototype for the MVP journey that applied their brand guidelines in a more innovative manner.

**Senior UX Designer, Insurance Company** — Partnered with a Insurance company on its corporate strategy to provide a joint offering across insurance and wealth products and services. Conducted competitive research and user interviews to help identify concepts and values that should be brought into the future vision. Designed and created multiple user journeys and accompanying prototypes to demonstrate the possibility of the future state journey. Ran various iterations of user testing to help refine the value proposition and future vision. Developed internal storytelling assets for client stakeholders to leverage when discussing funding for the future vision.

**User Research Specialist, National Commercial Bank** — Built and led the research strategy to validate and refine conceptual designs as well as provide directional guidance to the business with decisions down the line. Facilitated 29 75-minute sessions with end clients across three persona groups.

**Rapid Prototype Designer, Commercial Bank** — Collaborated with a commercial bank to help visualize the future state vision of a banking offering for start-ups and small business owners. Co-designed a future state user journey and 50+ screen high-fidelity prototype in 1 week with 5 designers. Created a standard iconography style to be used throughout the prototype.

**Design Oversight/PM/Project Lead, Tier 1 Global Bank** — Led production team to create high-quality, training video deliverables on tight timelines as well as managed client communication and expectations to ensure multiple stakeholder input and approvals simultaneously with video production timelines.

**User Research Lead, Global Tech Commercial Bank** — Developed a user research strategy to help guide new product work for Agile pod teams and led user tests with clients and advisors to inform business and design decisions to ensure the best end product.