

Ben Sykes

Product Designer + Experience Strategist

ben.sykes@gmail.com

Experience

User Experience Design Instructor at General Assemb.ly

July 2013 - Present (1 year)

- Various Workshops
- Job Search Stand-Up for the UX Immersive class.

Board of Advisors - User Experience at samesurf

May 2013 - Present (1 year 2 months)

The ultimate co-browse experience.

User Experience Design Strategy Consulting & Training at Self employed

January 2009 - Present (5 years 6 months)

Some Clients include:

- StyledOn (styledon.com) | Business & interaction strategy. UI Spec. (Launched)
- YouSendIt's NEW workspace UI | Product vision & UI Spec. (Launched)
- All For Good (allforgood.org) (Launched)
- The Craigslist Foundation
- Clark Walker (Launched)
- Sean Lawlor Artists Trust
- OnlineMeetingRooms.com (Launched)
- Samesurf (samesurf.com) | Product Design & UI Spec (Launched)
- Motion Picture: Now Here

Adjunct Professor - Interaction Design at San Francisco State University

March 2014 - May 2014 (3 months)

Interaction Design

Curriculum Designer & Instructor - UX Immersive Apprenticeship Program at General Assemb.ly

October 2013 - May 2014 (8 months)

- Designed the core curriculum for the global UXDI Apprenticeship Program
- Teach supplemental technical and professional training for working UX professionals.

Advisor - Experience & Product Design at Ringadoc

August 2013 - December 2013 (5 months)

Advisor - Experience & Product Design at TaDaweb

May 2013 - October 2013 (6 months)

- Pinterest of Small Data

Advisor - Experience & Product Design at TeleportHQ, Inc.

May 2013 - September 2013 (5 months)

- Re-inventing the way experts, educators, and organizations connect with their clients and partners.

Conversion Design Consultant at vFlyer

April 2013 - May 2013 (2 months)

- Designed multiple pricing and landing pages around various conversion principles : social proof, authority, and commitment.

Advisor at Punchline

February 2013 - March 2013 (2 months)

- Disruptive venture capital

Senior User Experience Designer (GDP - BigData) at Google

March 2012 - December 2012 (10 months)

- Self-service dash boards, backed by a unified data warehouse. #bigdata #plx
- Google Help & Feedback and Innovative Customer Support Systems.
-- URL: <http://google.com/tools/feedback/>

Senior User Experience Designer (AdWords) at Google

March 2011 - March 2012 (1 year 1 month)

AdWords

- Help Genie (AdWords Help - Launched)
- Campaign Bid Simulator (Launched)
- <http://bit.ly/adwbidsimulator>
- Display Ad Builder
- Opportunities for Sitelinks (Launched)
- <http://bit.ly/OppsSitelinks>
- Display Targeting Tab (Launched)
- <http://bit.ly/targetingtab>
- Remarketing Changes (Launched)
- http://bit.ly/ad_remarketing
- Opportunities & Alerts (Launched)

- Ad Status & Policy (Launched)
 - <http://bit.ly/keywordstatus>

- * Filed 1 patent application related to AdWords
- * Contracted for 4 months prior to being converted to FTE.

Manager of User Centered Design at Cisco Systems

2008 - 2009 (1 year)

- WebEx & WebEx Connect
- Cisco Unified Personal Communicator
- Enterprise Instant Messaging Clients
- Web 2.0 Management Portal

Product Manager - User Experience Lead - GFS MSN Live at Microsoft

2006 - 2008 (2 years)

- GFS/MSN Ignition Portal - Microsoft Sharepoint (Launched)
- TSP Plug-in for Visual Studio (VSTF) (Launched)
- Microsoft Online Suite (saas)

American Idol - Associate Creative Director at Fluid Audio Networks

September 2005 - August 2006 (1 year)

- Social network for fans and artists separate from the TV show, yet under the American Idol brand
- Print collateral (Rolling Stone, Music Connection)

United States Marine Corps Infantry at United States Marine Corps

October 2001 - 2006 (5 years)

- Operation Iraqi Freedom
- Provided humanitarian support.
- Part of the "21 Days to Baghdad" documentary..
- Made decisions under extreme pressure and noise
- Combat Leadership

Product Manager User Experience : Information.com at Oversee.net

2004 - 2005 (1 year)

- Search engine: Information.com
- BlogSource - Social blogging platform

Lead UI Design - Sr. Web Developer - Services at SOA Software

January 2001 - January 2004 (3 years 1 month)

Under Digital Evolution (prior to name change)

- Project Director – EMTM (Interactive Training)
- Sr. Web Developer – Digev Corporate Web Site
- Project Manager / Dev – Corporate Intranet
- Sr. UI Designer – Sony APG Intranet
- UI Designer – Nissan Brand Performance System
- Flash Developer – The Zenith Insurance
- Lead Developer – Hewlett Packard CRM Site.

Creative Lead & Founder at Superfly Industries LLC

March 1995 - 2004 (9 years)

- 200 + client base
- Warner Brothers Music • Oracle • 5G Wireless
UCLA Portal • Siderean • NASA • NSA • Many More

Camera P.A. - Film: American Beauty at DreamWorks Animation

December 1998 - February 1999 (3 months)

Under DreamWorks SKG

- Provided all panaflex video monitor feeds for the Director Sam Mendes, Writer: Alan Ball, and producers.
- Worked closely with the 1st & 2nd A.C.'s and Director of Photography Connie Hall.

Property Assistant Art Department - Film: Murder In The First at Warner Bros. Entertainment Group of Companies

December 1993 - January 1994 (2 months)

- Director: Marc Rocco
- Production Company: Three Marks Productions
- Northridge Crew

Assistant Production Coordinator - TV: Melrose Place at Spelling Television

June 1993 - August 1993 (3 months)

- Filled in during the double episode season.
- Assisting in managing of the production office, and acted as a fill-in liaison to cast and crew for production team.

Motion Picture Casting at Independant Consultant

1991 - 1993 (2 years)

Films Include:

- Money for Nothing - Dir. Ramon Menendez
- Blind Spot - Hallmark Hall of Fame
- The Fire Next Time - CBS Entertainment
- The Cemetery Club - Dir. Bill Duke - Touchstone Pictures
- Hoffa - Dir. Danny Devito - Jersey Films

- Citizen Cohn - Dir. Frank Pierson - HBO Pictures
 - Innocent Blood - Dir. John Landis - Warner Brothers
 - Striking Distance - Dir. Rowdy Herrington
-

Projects

Experiment : Flash based 3D space (Launched)

2007 to 2007

Members: Ben Sykes

Using an object randomizer and a z-level plugin I was able to replicate an endless astroid field in space.

Experiment : RFID Proximity Tweeting (Launched)

Members: Ben Sykes

Using the home automation software (Homeseer) coupled with the iAutomate RFID plugin and some low-level c# code, I was able to auto tweet randomized messages when I was within a set proximity of the RFID antenna. e.g. "Ben has left the building" etc.

Experiment : Interactive Desktop (Launched)

Members: Ben Sykes

Based on my research, when a user looks at a picture of chocolate cake, they can infer taste, texture and a whole host of other types of data based on previous experience. All of this is done without the cake being present. In addition, it is clear that "brain does not know the difference between what it sees in its environment and what it remembers, because the same specific neurons fire." Nevertheless, the goal of this experiment was to track memory, using photo and physics realistic objects as an interface. The assumption was that due to increased and realistic interactions, the user would create a stronger memory (neuro pathway association) and ultimately have a more memorable experience.

Experiment : Interactive Video Widgets

Members: Ben Sykes

Think Eliza/SIRI for video. This concept "module minis" was conceived in 2004. The idea being video & voice xml mapped to user entered or spoken keywords ultimately creating a seem-less human to video based human avatar interactive experience.

Volunteer Experience

Experience Design Contributor at All For Good (Our Good Works)

June 2010 - Present (4 years 1 month)

Advanced search design

Founder at Semper Help, Inc.

January 2010 - Present (4 years 6 months)

Semper Help, Inc. is a California 5013c dedicated to help translate prior military personnel & leadership

skills into the private sector. Our services are focused on education & private sector management training.

Skills & Expertise

User Experience
User Interface Design
Interaction Design
User Experience Design
User-centered Design
Usability Testing
Information Architecture
Web Design
Human Computer Interaction
Mobile Devices
Heuristic Evaluation
User Interface
Contextual Inquiry
Rapid Prototyping
OmniGraffle
Google Adwords
Google Analytics
HTML
Online Advertising
Usability
Team Building
Experience Design
Agile Project Management
Strategy
Product Management
Teaching
Mentoring
Curriculum Design
Product Design
Paper Prototyping
Team Management
User Research
User Stories
User Scenarios
Mobile Interface Design
User Interface Specifications
Web Interface Design
Public Speaking
Start-up Consulting
Start-ups
Management
Entrepreneurship
Strategic Planning
Agile Methodologies

Analytics
SEM
Leadership
Product Launch
Product Innovation
innovation games

Languages

English

(Native or bilingual proficiency)

Ben Sykes

Product Designer + Experience Strategist

ben.sykes@gmail.com



[Contact Ben on LinkedIn](#)