

## OBJECTIVE

To be an essential member of a dynamic and creative team with a responsible and forward vision.

## EDUCATION

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- Purdue University** - Bachelor of Arts, Industrial Design 2007 - 2011
- Guldagergård Ceramic Center** - Skælskør, Denmark May 2011  
- Ceramic slip-casting, mold making, vessel design
- Managing Product Design and Development** - Northwestern University Nov. 2018  
- Intensive three-day certificate program focused on managing creativity
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## EXPERIENCE

- Trek Bicycle - Industrial Designer / UX Designer** May 2019 - Present
- Collaborate with multiple teams to develop ebike controls and digital products
  - Coordinate with engineers, developers, and outside partners to ensure design fidelity and feasibility
  - Create wireframes and interactive prototypes to communicate digital designs to stakeholders and development teams
  - Conduct rider research in key locations and document findings
  - Assisted in the organization of events and onboarding of new designers
- ETC - Industrial Designer II** May 2012 - May 2019
- Responsible for ideation, visualization, concept iteration, and prototypes
  - Conducted user research and application of insights
  - Design of analog and digital user interfaces and graphic assets
  - Developed and documented brand language standards
  - Worked with colleges to initiate the launch of a new department
  - Participated in recruitment and management of designers and interns
  - Responsible for work-flow and over-site of less senior designers
- Ben Rodgers Design, LLC - Principal** 2015 - Present
- Create interface mock-ups and wireframes
  - Work with dev teams and managers through Atlassian web products
  - Develop logos and branding materials for local companies
- IDS Northern Lakes - Chapter Vice Chair** 2014 - 2020
- Planned and hosted events for the Madison area
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## SOFTWARE

Photoshop, Illustrator, InDesign, XD, Figma, Invision, Abstract, Overflow, SolidWorks, Onshape, Rhinoceros, KeyShot, Sketchbook Pro, Cura, Miro