

hello

# I'm Benjamin

**A Design Leader with 7 years of experience.** I have successfully led and mentored cross-functional design teams, fostering a collaborative environment where innovation thrives. By aligning design strategies with business objectives, I have consistently delivered impactful solutions that meet both user needs and organizational goals. With a keen eye for detail and a passion for staying ahead of industry trends, I strive to create seamless and intuitive experiences that leave a lasting impression.

Portfolio: [saltedmangoes.com/benjaminkurien](https://saltedmangoes.com/benjaminkurien)

## Education

### Gameful Learning (Certification)

University of Michigan (2018)

### Product Design (Post Graduation)

MIT Institute of Design, Pune (2014-16)

### B.Tech, Mechanical Engineering

Saintgits College, Kottayam (2010-14)

## Experience

### UX Lead, Ajo Business

Bengaluru, Since November 2021

- Improving B2B, B2C and B2B2C ecommerce experience across **Onboarding, Discovery, Purchase, Payment, Post Purchase, Reward and Support** flows - for Distributors, Retailers and their End Consumers, across various products in Ajo
- Improve **business tools** to improve work efficiency and management of their sales force through **data dashboards, ticketing systems, lead capture forms**, etc.
- **Managing cross-functional design teams** to deliver exceptional outputs from research to content-enriched UI - with well planned **5 day design sprint workshops**.
- Built social commerce product (Fleek) for GenZ and Luxury commerce product (Swadesh) for HNIs
- Hired a cross-functional design team scaling it from **11 to 25**.

### UX Design Manager, Matrimony.com

Chennai, April 2018-November 2021

- Driving **retention, and engagement** through frequent product improvements across onboarding discovery and contact journeys - within the BharatMatrimony app
- Building a **design system** that scales across various products at matrimony.com, maintaining standards across each product, and improving the efficiency of the team.
- **Understanding user behavior and pain points** through structured research practices. Translating research into actionable insights using affinity maps & designing workflows and wireframes that evolve into product features.
- **Established processes with the right tools that optimized** the way that designers work and interact with users, developers, product managers, content writers, and other stakeholders

### Interaction Designer, Left Right Mind

Pune, September 2016 - March 2018

- Was involved in creating new product strategies and great user experience in various verticals like **Banking, Lifestyle, Education, Healthcare, Construction, Recruitment, etc.**
- Contributed the advantage of **game theory to various projects to increase engagement, awareness, and motivation**. Projects included tools to choose the right insurance, data collection, education portals, and ecommerce applications.

### Product Design Intern, Future Factory

Mumbai, January 2016 - August 2016

- Was involved in research, ideation and prototyping of kitchenware concepts that made dishwashing an easy and enjoyable process. Various concepts included fun & efficient tools, ideas to save water, reducing the number of utensils required, etc.

## Skills

### Hiring, Team Growth and Management

Streamline the hiring process, recognize talent, create an environment that fosters collaboration, and unlock the boundless creativity within a team. Review and offer valuable training and mentorship to the design team, empowering them to grow and enhance their skill sets.

### Project Management and Planning

Create a design vision for the product from a user's lens, Develop comprehensive design briefs and tools to establish project timelines, ensuring the prompt delivery of designs. Cultivate strong relationships and collaboration with cross-functional teams, promoting synergy across departments, surpassing their expectations, and fulfilling their specific needs

### Design Process and Tools

Implement robust design processes and standards to maintain uniformity and excellence across all projects. Stay updated on the latest design trends and tools to make work efficient and smart.

### Design Sprint and Workshops

I frequently conduct workshops and ideation techniques with my team to drive better results. I design the workshop based on the problem to solve, the information we have, and time constraints.

### Problem Identifying

Collaborate closely with business stakeholders, and help them identify the real problems to solve through extensive user research, surveys, focus group discussions, task analysis, affinity mapping, usability testing, etc.

## Achievements

Team Award - Ajo.com

Monthly Innovator Award, Matrimony.com

Maximizer Employee Award, Matrimony.com

Corona Design Challenge - The Soap Game, IIT Bombay,

Industrial Design Award - theMealRack, IndieFolio

Social impact project - The Think Bag & Project on waste management - Drum Sieve Segregator recognized

## Initiatives

### Game Designer, saltedmangoes.com

Kochi, Since January 2020

Actively conduct events & design games under this personal initiative. I also manage the website, constantly improving it to increase conversions, Strategize automation and campaigns for retention, Reduce bounce rates, Increase engagement, etc.

### GPS Artist, Paintingkochi

Kochi, January - March 2020

Exploring a different perspective while cycling by perfectly curating routes that paint awesome pictures through GPS enabled apps.

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Design to me is an opportunity to change the way we look at a problem. I'm a problem solver solving not just the issues found at the surface, but digging deeper to find the underlying problem that causes the issue we see at the surface. Analyzing this through research and setting up directions to solve for it is what brings me the most joy at work and in life :)

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