

Benjamin Howard

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UX Strategist & Senior Product Designer

UX Strategist & Senior Product Designer with **10+ years of experience** and a **d.MBA**. Specialist in untangling systemic complexity—transforming fragmented data into high-performance systems for the U.S. Air Force, Pfizer, and Capital Group. I architect strategic blueprints that align stakeholder vision with user reality, leveraging AI-native workflows to accelerate delivery and reduce organizational friction.

WORK EXPERIENCE

Howdy Studio LLC • Houston, TX • 01/2026 - Present

Founder & Principal Designer • Freelancer

Leads a design consultancy providing strategic UX and creative services and visual systems for healthcare and enterprise clients.

- Orchestrates product strategy and high-fidelity design execution, integrating generative tools (Claude Code, Vercel) to deliver rapid-turnaround visual narratives and functional prototypes.

BAM Technologies • Houston, TX • 10/2024 - 01/2026

Senior Product Designer • Full-time

Served as the sole designer for the Education and Training team supporting Air Force and Space Force initiatives.

- Designed a comprehensive end-to-end training management platform supporting **4,000+ daily unique active users (DAU)**.
- **Reduced design-to-dev rework cycles by 25%** by facilitating multi-day discovery workshops with Airmen to convert ambiguous requirements into WCAG 2.2-compliant, production-grade designs.
- Worked across five distributed development teams delivering **WCAG 2.2 compliant designs** and user flows using Figma to ensure consistency across all teams.

Self-Employed • Houston, TX • 06/2024 - 10/2024

Visual and Graphic Designer • Freelancer

Partnered with healthcare providers and art consultancies to deliver strategic visual systems, including wayfinding, environmental graphics, and high-impact marketing collateral.

Publicis Sapient • Houston, TX • 04/2022 - 05/2024

Senior UX Designer • Full-time

- Directed design deliverables for a **Capital Group B2C platform**, aligning user experience with business conversion goals and reducing design debt through rigorous system governance.
- **Service Blueprinting**: Facilitated high-level Service Blueprinting workshops for **Capital Group**, aligning internal operations with customer journeys to drive business conversion goals.

DCMN • Berlin, Germany • 04/2018 - 04/2022

Led design for marketing-tech platforms, focusing on data-dense dashboards and performance analytics for high-growth global brands.

Senior Product Designer • Full-time

- **Operational Automation:** Spearheaded organizational workshops to automate reporting ecosystems, successfully eliminating manual legacy processes for over 400 digital brands.
- **Data Strategy:** Translated complex data requirements into a custom UI reporting dashboard, increasing operational transparency and optimizing marketing ROI for global clients.

ShareIQ • Berlin, Germany • 03/2017 - 04/2018

UX Designer • Full-time

- Spearheaded design for a social media analytics startup, transforming a legacy tool into a custom reporting platform that facilitated a successful acquisition.

Calamine • Houston, TX • 09/2015 - 09/2016

Jr. UX/UI Designer • Full-time

- Served as an early designer for the initial launch of Everlywell, leading the push for their e-commerce website and the customer lab results platform. By facilitating Design Sprints to rapidly prototype and test features, I established the visual foundation for a product that successfully scaled to major national retailers, including Amazon and CVS.

EDUCATION

d.MBA in Business Design

Berlin • Berlin, Germany • 03/2020 - 06/2020

BFA in Environmental Design

Maryland Institute College of Art • Baltimore, MD

CERTIFICATIONS

Master UX Design for AI • 10/2025 - 12/2025

Maven

AI Powered Project Management • 11/2025 - 12/2025

Maven

SKILLS

Product Design, User Testing, User Research, Figma (Expert), Prototyping, Wireframing, Design Systems, Business Models, Competitor Analysis, Strategic Planning, Stakeholder Management, HTML/CSS, Javascript, React JS, Claude Code, WCAG 2.2, UX Strategy, Service Blueprinting, Vercel