

BEN BRAY

SERVICE/UX DESIGNER

Profile

I am a passionate about making products that improve peoples lives. At my core I thrive working across complex teams, relying on my stakeholder and cross collaboration skills to craft a path toward user focused solutions. I have done this for 6+ years in customer facing corporate roles and now bring this passion to the field of Service and UX design.

Skills

User Research
Wireframing
Stakeholder Management (Internal and External up to C-Suite level)
Content Strategy and Development
Project Management
Pursuit Planning
Opportunity Evaluation

Software

Figma
Photoshop
InDesign
Salesforce
Miro

Education

2021 - Present User Experience Design Immersive Course
General Assembly

2021 - present MBA (Management)
University of Technology Sydney

2019 - 2021 Grad.Dip. Bus Administration
University of Technology Sydney

2012 - 2016 B.Bus Com (Marketing)
Western Sydney University

Projects

General Assembly

[Project Portfolio Link](#)

Dec 2021 - Jan 2022

Case Study #1 Mind Record

Driven by dissatisfaction with how little attention and useability was given to mental well-being compared to financial well-being in corporate environments. I sought to develop a conceptual application that would allow easy tracking of mental state across a scaleable workforce.

Key design activities: 12 interviews, 3 user personas developed, 3 rounds of design wireframe iteration and prototyping (Figma), 1 round of useability testing and development of an improvement roadmap.

Key learnings:

- Agonising and overthinking early design iterations is dramatically slower and less effective than getting user feedback early on one or two features.
- Don't be afraid to diverge from the standard question set when gathering survey responses to gain improved visibility of motivations, concerns and opinions
- Test more.

Jan 2022 - Feb 2022

Case Study #2 Friendly Grocer

Prompted by the shift in online grocery shopping incurred by the COVID-19 Pandemic. This conceptual project involved designing an e-commerce platform within the constraints of the existing Friendly Grocer digital platform.

Key design activities: 20 interviews, primary persona development, customer journey mapping, 2 rounds of design wireframe iteration and prototyping (Figma) and 4 rounds of formal useability testing.

Key learnings:

- The incredible potential of design systems to address the need for cohesive visual and design identity (or in this case, lack thereof) between multiple designers.
- Working within client-defined criteria can interrupt the academic definition of the design process. Making these concessions and being adaptable is critical to success.
- Test even more.

Experience

Arup

Oct 2020 - Present

Bid Delivery Manager - Consulting

- On a day to day basis I work with technical teams in the planning and development of winning bids. Working on multiple and varied opportunities using my knowledge of the market and project management skills to guide and prepare final strategic bids.
- Key achievements included the 4 largest annual projects wins for my team alongside the development and delivery of a company first Bidding and Client Engagement best practice training program for teams.

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UX DESIGNER

Experience

AECOM

Sep 2019 - Oct 2020 **Marketing Advisor - Environment, Power & Industrial**

- Key achievement encompassed the implementation of a new key account team. Working alongside the Account Director my role was to drive activities across a range of technical teams engaging with key client TransGrid.

Jun 2018 - Aug 2019 **Senior Bids & Proposals Partner**

- Key Achievements included the single largest annual win for the AECOM NSW Power Business through the Transgrid 10-Year engineering panel (\$5m/annum) as well as an overall win rate of 29% and capture rate of 50%.
- Full pipeline production and project management of high-value strategic bids for critical large scale clients and projects. This includes pre-tender strategic analysis and post-tender evaluation feedback from clients.

Growthbuilt

Jul 2017 - Jun 2018 **Bid Coordinator**

- Coordination of all tendering and business development related bids and submissions for D&C construction projects up to \$150m+ in value across residential, commercial and education sectors.
- Key achievements included the definition, trianing and implemntation of a new CRM system and associated reports as well as providing guidance to digital agency engagement in a new web presence and brand design upgrade.

Ichor

Oct 2016 - Jun 2017 **Tender and Bid Manager**

- Project management and preparation of all Tender submissions for D&C construction projects up to \$60m
- Key achievement included securing the largest ever project win through a \$40m capex engagement as well as an overall win rate of 28.5%.

Mar 2016 - Oct 2016 **Marketing, Tendering and Administration Support**

- Partnered with the sales and delivery team to deliver effective marketing strategies including market segmentation, value proposition development, pricing strategy and branding.

Dec 2014 - Jan 2016 **Marketing & Tendering Assistant**

- Key achievement included rebranding and editing over 500 individual documents across the company's internal process documents as we as client-facing collateral.

References

Available upon request

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