

Ben Crabtree

Sr. UX Design Practitioner

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Work Experience



Utah UX

Sr. Freelance Digital Product Design

Sep 2019–Present

- Designing digital product experiences for clients all around the country—including Angel.com, After.com, ChurchofJesusChrist.org, Jane.com, Tales.com and more.
- Managing and mentoring design and front-end dev contractors.



Lendio

Sr. UX Design

Oct 2020–Oct 2021

- Led an initiative that included developers, designers, and marketing stakeholders to create the foundations of a design system for Lendio.com internal and external applications.
- Conducted discovery-phase research for a new product line within the Lendio family of products.



Ancestry

UX Design

July 2018–Oct 2020

- Designed a series of onboarding experiences for the genealogy product line, leading to an estimated \$15 million in additional projected revenue over the next 4 years. (2020-2024)
- Collaborated with product managers, design leadership, developers, and fellow designers to create products that empower individuals to connect to a greater sense of who they are.

Technical Skills

Design Tools

 Figma Design

AI Tools

 Figma Make

 Claude Code

 ChatGPT Codex

 Cursor

Front End Tech & Tools

 HTML

 CSS

 SASS

 Webflow

Work Experience—Continued



Brigham Young University Library

UX Design

August 2015–July 2018

- Worked with stakeholders, users, and developers to identify and address librarian and patron pains within the constraints of business goals through a human-centered design process.
- Designed, developed and tested software product solutions to those pains iteratively with users and stakeholders.



Trace

UX Design

May 2015–July 2015

- Created user personas, designed for those personas and assisted in implementing designs.
- Determined user flows, onboarding processes and UI design for both user groups.



Riser Design Agency

Design

May 2014–December 2014

- Designed and illustrated several drawings for Google.
- Created several landing pages for ABC.
- Assisted in the branding process of multiple companies.



Brigham Young University Museum of Art

iOS UI Design

July 2013–January 2014

- Designed the interface for the Sacred Gifts iPad app as a companion to the Sacred Gifts Exhibition—depicting events from the life of Christ.
- Collaborated with print, exhibition, and web designers for overall design consistency.

Volunteer Work

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Missionary

Kennewick Washington

2010–2012

I worked for 15 hours/day teaching, serving, and building connections among communities in Washington state. One of the most important lessons I learned through this experience was that the most worthwhile pursuits in life require consistent effort and hard work over long periods of time, especially learning.

Education



Kent State University

M.S., User Experience Design

Completed • December 2022



Brigham Young University

B.S., Technology & Engineering Education: Non-licensure

Completed • December 2015