

BENREFFIE

PRODUCT MANAGER | UX DESIGNER | DIGITAL DESIGNER | CREATIVE THINKER

PENSKE TRUCK LEASING 2012–PRESENT

PRODUCT MANAGER 2016–PRESENT

Following lean startup & XP methodologies, I lead a co-located team of two UX designers and two java developers. Our team built and maintains seven java-based, internal web applications that are all related to streaming telematics data from Penske's fleet of trucks.

As product manager, not only do I write the stories and set the priority of them, but I'm also in charge of building out the product vision for our applications.

UX DESIGNER 2015–2016

I started on the first agile team at Penske as a UX designer for the same internal applications that I now lead. Our team moved to New York to learn our methodologies from Pivotal Labs and to jump start our connected fleet offering. As a UX designer following a user-centered design approach, I was tasked with carrying out the discovery and framing, prototyping, user testing and synthesis to figure out what features needed to be built into our backlog for future iterations.

JR. & SENIOR DESIGNER 2012–2015

My responsibilities as a designer for Penske included providing new ideas and various graphics while staying within our brand guidelines for our social media properties, designing all of our email and landing page layouts and graphics, helping to redesign web properties, and sharing print responsibilities. I also helped to implement and expand upon creative direction provided to us from outside agencies.

One major responsibility I had was to run every aspect of our email and marketing automation efforts within Marketo. This included developing the concept, designing and coding all of the assets, building campaigns, triggers and lead scoring, building and implementing web forms, managing lists, scheduling sends, running reports ... Everything.

RADIUS TOOTHBRUSH 2010–PRESENT

For Radius I focus mainly on designing all of the graphics for their product packaging as well as any key print or trade show collateral. Over the years I've managed their web content, email campaigns, designed logos, helped to name products and retouch photography.

FREELANCE DESIGNER 2010–2012

For two years I was a full-time freelance designer taking up website, logo design and business stationary work from many small businesses as well large businesses that needed supplemental design work.

SUPERHERO INDUSTRIES 2009–2012

Superhero Industries was started as a true passion project with a co-worker who was a programmer. We published five websites, two iPhone applications, and one iPad application during the initial app boom.

Our products included a weather application that recommended outfits and a modern take on classic a classic party game, spin-the-bottle.

GREG WELTEROTH ADVERTISING 2008–2010

I was hired to start a web division within an existing advertising/media-buying agency. Outside of web design, I was in charge of client's online banner ads, developing concepts for Social Media campaigns, and developing new ways to keep employees engaged and educated on current trends in the industry via our monthly digital company newsletter.

EDUCATION

Bradley Academy for the Visual Arts, York, PA
Associate Degree in Specialized Technology
Major: Digital Arts