

Ben Weinstein

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SUMMARY

I'm a creative senior designer with front-end development experience, passionate about bringing tech brands to life through bold marketing and thoughtful, consistent design. I design and build digital experiences like microsites, landing pages, social content, and display ads that drive engagement and increase conversions. I make sure every touchpoint, whether it's on the web, in product, or through marketing, feels cohesive and true to the brand.

EXPERIENCE

Redpanda Data - Senior Designer - 12/2021 - 01/2025

- Oversaw external front-end developers, managing QA processes and ensuring timely delivery.
- Produced visual assets that enhanced product UI/UX and reinforced brand consistency.
- Created a wide range of marketing materials including social media content, emails, landing pages, and digital ad units.

Fauna Inc - Senior Designer - 01/2019 - 12/2021

- Directed external front-end developers, maintaining design quality and smooth project execution
- Developed UI/UX solutions that supported product design and brand experience.
- Designed social ads, email campaigns, landing pages, and promotional assets.
- Spearheaded a full corporate rebrand, redefining the company's visual identity.

Apple - Interactive Developer - 08/2018 - 09/2018

Contract via Hogarth Worldwide

- Developed front-end features for a large, consumer-facing website.
- Collaborated with a multi-lingual team to localize key website sections for global audiences.

Credit Karma - Senior Designer - 07/2014 - 01/2018

- Contributed core product designs for a site-wide redesign.
- Supported a full corporate rebrand, aligning visuals with updated brand identity.
- Designed and animated digital assets—display ads, emails, and social media content.
- Created homepage variations, landing pages, promotional pages, and internal tools to enhance user experience and engagement.

SKILLS

Figma, Adobe CC, Salesforce, Hubspot, Wireframing, User Flow, HTML, CSS, JavaScript (working knowledge), Bootstrap, Tailwind, WordPress, Git

EDUCATION

California State University, Long Beach

Bachelor of Art in Graphic Design // Minor in Marketing

INTERESTS

Brazilian Jiu-Jitsu Photography Travel Blockchain