Ben Paddock

Head of Design, Design Mentor

Principal Designer

Work Experience

Head of Design (VP), Extend, 2019—2024

Built and led a **full-stack design team of six** that balanced data-driven, user-centric design practices while guiding larger business strategy.

Strategy

- **Reimagined** and rearchitected product from static P2P app to scalable B2C spend management platform, converting it to a revenue-generating product
- **Collaborated** with CEO, CTO, CPO, Head of Product and EMs to develop an agile product development process, increasing output, quality, and morale
- **Championed** user education for greater stickiness and faster onboarding, decreasing time-to-action by 50%
- **Worked** with Head of Product and ELT every week to discuss company direction, using research and visual story telling to guide decision-making
- **Built** Series B pitch, leading to $40 Million in raised funds

Leadership, Craft, and Operations

- **Focused** on trust, experimentation, and craft, building a tight-nit, full-stack design team that missed zero deadlines and inspired the company
- **Delegated** key projects to my team, leading to rapid independent development of our design system, token system, and education strategy
- **Oversaw** construction of a scalable design system, serving a 20:1 dev-to-designer ratio across Web, iOS, and Android
- **Established** user testing and research best-practices, going from a non-existent testing cohort to receiving 50+ testers a session
- **Introduced** company-wide crits, show & tells, team outings, marketing team retros, and the annual Halloween Happy Hour
- **Teamed** up with Operations to create a summer design internship program, successfully hosting two wonderful interns who are now pro designers

Creative Direction

- **Partnered** with Marketing to tell a more cohesive story, from TOFU into the product itself and with initiatives like Extend Academy, leading to better prepared customers and 50% increased customer retention
- **Pivoted** early brand towards "friendly business tech", delighting our customers while being emulated by our partners and competitors
- **Coordinated** new process with CMO and Head of Marketing, leading to a bottom-up approach to projects and record-breaking 2.1% CTR campaign

Design Director, Blenderbox, 2012—2019

Co-led a **design team of three** in the strategy, concept, design, and production of digital products, websites, interactive learning experiences, and web apps

- **Led** design on first company product with MySchools, serving 2million+ students and parents each year as they apply to NYC public schools
- **Encouraged** front-end experimentation, leading to an uptick in beautifully intuitive, award-winning work, in turn leading to increased business
- **Worked** closely with the department leads to draft accurate scope and timeline estimates, balancing many timelines at once

Web Designer/Developer, Vibrant Media, 2010—2012

Full-Stack Developer, Concept Farm, 2008—2010

Contact

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Leadership & Design Deck

creativebmp.com

Education

Loyola University New Orleans

BA Graphic Design, 2003—2007

Skills & Tools

Design Vision,

Team Leadership,

Product & Business Strategy,

Mentorship and Growth,

Design Ops/Systems,

Process Development,

User Testing

Product Design,

UX/UI Design,

Education Design,

Product Research

WCAG/ADA Compliance,

Creative Direction

Figma,

Maze,

Jira,

Mixpanel

Sketch,

Adobe Creative Suite,

GitHub,

Navattic,

Hotjar,

Treejack,

Google Suite

BMP