

# BEN BRANHAM

## DESIGN AND UX LEADER

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WORK WITH ORGANIZATIONS  
TO BUILD HUMAN-CENTERED  
STRATEGIES, PRODUCTS,  
TEAMS, AND CULTURES

### Experience

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2022 – Current

#### **VP, Design, Content, Product | G2O**

Create approaches and strategies and executive support for our product design projects with clients

7 direct reports, two of which are Directors, and manage a team of over 30 UX designers, Content Strategists, and Product Managers

Generate new business and product thought leadership for our teams and our clients

2021 – 2022

#### **Design Director | Fjord part of Accenture**

Drive new business activities focused on innovation and design

Support projects with creative direction and team management

Lead and support the Midwest team consisting of 70+ designers

2019 – 2021

#### **Digital Experience Director | Industry X part of Accenture**

Support new business for Midwest region of Industry X

Develop digital design offerings and engagement models

Establish principles and methodologies for UX strategy and design

2016 – 2019

#### **Regional UX Lead | Industry X part of Accenture**

Lead key client accounts to consult and build new digital experiences

Facilitate innovation workshops to identify focus areas and align teams

Support and grow UX Design and Research team members

2015 – 2016

#### **UX Architect | Ologie**

Consult and design digital experiences for higher education clients

2012 – 2015

#### **Web & UX Supervisor | Reynolds and Reynolds**

Support web and UX team and build web apps to support business growth and new customer acquisition

### Education

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2011

#### **BFA Fine Arts: Visual Communications and Photography**

Wright State University

### Skills

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- UX Strategy and Implementation
- Product Design and Strategy
- Practice and Team Building
- Service and Offerings Building
- Workshops, Facilitation, and Organizational Alignment
- Career Building and Growth for Design Teams

### Contact

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## Highlights

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**Crown** provided strategic consulting and design team oversight for assessments of their flagship SaaS product offering and their global design system

**Case New Holland** Consulted and partnered with CNH Global Customer Experience. Lead enterprise-wide digital transformation focused on building a product-minded organization. Established best practices for Product Management UX for multiple digital product teams.

**Cardinal Health** Led the product design and research on an innovative new venture for Cardinal Health. Defined the vision, gained executive buy-in, created compelling, user-centered narratives, conducted qualitative and quantitative research, prototyped and piloted the initial solution

**NASA** facilitated a multiday workshop to idea and explore how and where NASA should position its capabilities in the Urban Unmanned Ariel Vehicle (UAV) space.

**US Cellular** Discovery to convert their cell tower site into “smart sites” and visualize their data and take decisive action.

**Pratt Whitney** Worked with clients and teams to research and design a true digital twin for jet engine management and maintenance.

**Stryker** Led a design team in charge of creating new digital tools to be used by EMS and emergency departments for acute care coordination in the event of a stroke.

**OhioHealth** Established an initial UX practice within Marketing and IT and lead the UX teams focused on building innovate products (mobile apps, web apps, voice, and product).

## Areas I’m Into

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AI bot building

Generative AI Portraiture and art

SaaS product design and strategy

Automating e-commerce workflows

Innovation models

Building up product design teams

Hiking, Biking, and Running