



Benny Bowden

Product Designer

bennybowden.com
itsbowden@gmail.com
(316) 377-9862
Kansas City / Remote

Work Experience

Product Designer | SnapStream

2021 – Present · Houston, TX / Remote

- Developed and maintained documentation of product information architecture and company's first design system
- Created low and high fidelity UI/UX designs and prototypes
- Led design reviews with product team and across various company departments
- Facilitated customer usability research
- Participated in feature development research with product team
- Led internal and external feature demonstrations

Product Leadership – Led a three-person team in a four-month R&D project to validate opportunities for livestream content distribution. We designed and ran five experiments to deliver livestream event content to prominent US/Global news organizations and journalists. I reported project results and findings to company leadership and developed a 12-month product strategy for implementing solutions to capitalize on content distribution opportunities.

Partner, Product Design & Marketing | Moonbase Labs

2017 – 2021 · Wichita, KS / Remote

Led product design in an agile digital product agency across several custom web applications. I worked closely with engineers and product managers as well as customers and external stakeholders. I designed and managed products such as internal tools and SaaS platforms in a variety of industries.

VentureDash by NetWork Kansas – Business competition management SaaS platform; 140+ competitions created with 2,000+ participants since July 2020

Essential CEU Institute – Healthcare continuing education training platform; 29,000+ course certificates issued to 3,100+ users since mid-2017 (14,000+ issued in 2020 alone)

Kansas Beats the Virus by The Kansas Leadership Center – Civic engagement, meeting facilitation, and reporting tool to mobilize citizens in Kansas and combat COVID-19; over 7,000 Kansans attended 351 meetings in a 6 week period during Nov/Dec 2020

Taking Cara Babies – Custom CRM for managing over 350,000 customers

Senior UI/UX Designer | Ennovar

2016 – 2017 · Wichita, KS

Created custom UI/UX designs for websites, software, and web/mobile applications. I collaborated with front-end and backend engineers to apply and implement custom designs.

Skills

Design & Prototyping (Figma): UI/UX design, color, layout, information architecture, database structure, design patterns, rapid prototyping, user flows, wireframing, concept sketches, journey mapping

Collaboration (Miro & Loom): Organizing and facilitating design thinking workshops and creative brainstorming sessions; clear written, verbal, and visual communication

Research (Mixpanel, LogRocket & Google Analytics): Analyzing qualitative and quantitative data to drive product design decisions; competitive analysis

Product Management (Asana & JIRA): Creating and managing user stories and product backlogs

Customer Support (Helpscout & Zendesk): Managing support tickets across multiple products and identifying opportunities for product improvements through customer interactions

Marketing: Product marketing/SEO, paid search, branding, subscription & pricing model research, social media

Leadership

Startup Grind Wichita | Organizer

2017 – 2019 · Wichita, KS

1 Million Cups Wichita | Organizer

2016 – 2017 · Wichita, KS

Education

Reforge: Product Strategy

Summer 2022

Reforge: Product Mgmt Foundations

Fall 2021

Emporia State University

2010 – 2014 · Emporia, KS

Bachelor of Arts in Music
Emphasis: Digital Audio Recording
Minor: Business