Benjamin LaCLair

Graphic and UX/UI Designer

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UX/UI and graphic Designer with 5+ years of experience in user-centered design, research-based problem solving, and web content management. Spearheading redesigns, increasing user engagement and clarity, Managing UX/UI, HTML/CSS, and leveraging the newest technology in AI are all passions my career is built on.

WORK EXPERIENCE

Graphic / AI Designer   August 2026 – Present
Market Mentors LLC. Springfield, MA

- Utilizing evolving Generative AI platforms for graphic, video, and web development purposes.
- Spearheading problem solving ux/ui redesigns for new and existing clients.
- Meeting social, print, and digital graphic needs for over 40 Clients.
- Creating Design systems and atomic design standards for developing client branding.

UX/UI Analyst, CMS Web Development and graphic design Intern   April 2024 – June 2025
Metropolitan YMCA of New Jersey, Maplewood, NJ

- Helped analyze user flow and experience on 4+ childcare and event sites
- Created infographics, logos, and t-shirt designs that increased social media engagement
- Led the creation of 2 new cms centered website, collecting, organzing and designing around data

Multimedia Designer & WordPress Developer   August 2023 – April 2024
The Gazelle Group, Princeton, NJ

- Designed branded assets and signage for 5+ ESPN-affiliated tournaments, ensuring consistency across media kits, ads, and live updates
- Created 150+ real-time social posts, driving 10,000+ interactions and boosting fan engagement
- Built reusable Adobe components and led responsive updates on 11 WordPress sites, increasing efficiency and generating 2,500+ new visits
- Ran A/B testing on CTAs, improving click-through rates by 10%

Graphic Design Intern   June 2020 – July 2023
Sweet Sign Systems, Jackson, NJ

- Designed install guides for 30+ signage projects, reducing field errors
- Standardized layout templates to improve consistency across 30+ designs
- Installed signage at 10+ client sites, earning a 95% client satisfaction rate

EDUCATION

Seton Hall University, South Orange, NJ
Certificate in Information Technology (August 2022 – May 2023)
B.A. Design & Interactive Media, Seton Hall University (August 2018 – May 2022)

Skillcrush Academy, Remote
UX/UI Design Certificate (February 2024 – February 2025)

SKILLS & OTHER

Technical Skills:
Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc), Canva, HTML/CSS, WordPress, MailChimp, Google Workspace
Analytics & Accessibility:
Google Analytics & Tag Manager, Accessibility (WCAG/ADA), SEO, Prototyping & Interaction Design, UX Research & Wireframing, Responsive Web Design, A/B & Usability Testing