Ben Averill

Product Designer

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Professional Summary

Product Designer with 10+ years of experience across branding, web, UX, and enterprise SaaS. As Raidon's sole designer for nearly five years, I designed LegacyHQ, an estate planning and wealth management platform adopted by the American Academy of Estate Planning Attorneys (AAEPA). Previously the first UX designer at Kraus Marketing, bringing user research and information architecture to the agency's web projects. Skilled in design-to-code work, including token-based design systems and React component libraries.

Areas of Expertise

Product Design | UI Design | Wireframing | Prototyping | Complex Workflow Design | Enterprise SaaS | B2B SaaS | Design Systems | Design Tokens | Component Architecture | Responsive Design | Information Architecture | Interaction Design | Payments UX | iOS App Design | User Research | Usability Testing | Accessibility (WCAG) | Design-to-Code | AI-Assisted Design and Development | Cross-Functional Collaboration | Design QA

Professional Experience

Product Designer, Raidon, *New York, NY* | February 2022 - October 2026

Sole product designer at a software agency that built its own legal-tech platform and client products. Worked with the founder and two engineers.

- Designed LegacyHQ, an estate planning and wealth management platform for the AAEPA's network of 150+ members. Demos of the document generation and asset workflows helped win the academy's adoption.
- Designed self-serve document templates so administrators could edit template logic without hiring outside template specialists.
- Designed LegacyHQ's payments system, with custom and agreement-based pricing for each trust and will type. Designed Stripe flows for failed payments and refunds.
- Led the Counsel Pro to LegacyHQ rebrand from research to production. Moved the neutral palette from cool gray to warm taupe and added a Merriweather display tier, across 51 primitive and 102 semantic tokens.
- Designed a customer feedback form that creates engineering tickets. Added submission history and status tracking to reduce duplicate reports and follow-ups.
- Designed Waydger, an iOS prediction game app, and its content management system (CMS). Worked with Raidon's engineers and an outside iOS team through the App Store launch and a live event pilot.
- Designed buy, sell, and rental flows for Realty Logix, a real estate (proptech) platform. Flows included group applications, guardian rules, leases, payments, and maintenance requests.
- Built a React and TypeScript component library with Figma-variable tokens, JSON component contracts, and Storybook docs, structured for AI-assisted development. Set up governance with proposals, a pull request (PR) checklist, semantic versioning, and a changelog.

UX Designer, Kraus Marketing, *Morristown, NJ* | November 2018 - February 2022

Hired as a graphic designer, promoted to senior graphic designer, then became the agency's first UX designer.

- Introduced user research, information architecture, wireframing, and analytics to the agency's web projects. Presented findings to clients and the web team.
- Rebuilt the website estimation process, raising average revenue by $10K+ per website and making proposals more accurate.
- Led design on 150+ branding, web, and marketing projects, including two first-place NJ Ad Club websites in 2021. Also project-managed up to five client projects at once.
- Mentored designers on the team. Hired and managed a design intern.

Freelance Designer, *Andover, NJ* | May 2016 - Present

- Primary freelance designer for Mountain Creek Resort (2016 - 2019). Supported the art director on branding and marketing.
- Design branding, print, digital, environmental, and apparel work for clients in many industries. Manage each project from the first client call through production.

Independent Projects

- **Figma Version History Diff** (2026): Built a tool that turns Figma version history into Toggl time entries for weekly time tracking.
- **Hightower** (2026): Designed and built a 3D maintenance tracker for my Santa Cruz Hightower V4, driven by Strava ride data.

Education

Bachelor of Arts (BA), Graphic Design, Fairleigh Dickinson University, *Madison, NJ*

Additional Training & Certifications

- **AI and Design Systems,** Brad Frost | 2026
- **Subatomic Design Tokens,** Brad Frost | 2025
- **UX Research (UXR),** Memorisely | 2022
- **UX/UI,** Memorisely | 2022

Technical Skills

Design: Figma, Figma Variables, Auto Layout, Dev Mode, Interactive Prototyping
Code: React, TypeScript, JavaScript, HTML, CSS, CSS Modules, CSS Custom Properties, Astro, Storybook, Vitest, Git
Design Systems: Design Tokens Community Group (DTCG) format, JSON Component Contracts
AI: Claude Code, Codex, Model Context Protocol (MCP): Figma MCP, Figma Console MCP (Southleft)
Tools: Notion, Linear, Stripe

Awards

6 NJ Ad Club awards (2018 - 2021), including two first-place websites