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BEN JAMES CRABB

PROFILE

Meticulous UX/UI professional passionate about designing intuitive, accessible, user-centered experiences. Leverages diverse technology expertise to deliver high-quality outcomes and lead cross-functional teams. Strategic mindset and strong interpersonal skills ensure effective stakeholder collaboration and meaningful user value delivery.

SKILLS

- **UX Design** - User research, User / stakeholder interviews, Usability testing, Heuristic evaluation, Competitive analysis, Interaction design, Prototyping, Affinity Diagrams, Customer journey maps, Wire framing
- **UI Design** - Brand personality and mood boards, 8pt and 12-column grid systems, Typography scales, Component libraries with interactive states, Iconography, Visual hierarchy, Responsive design and more
- **Web Design** - NextJS, HTML, CSS, Figma, Miro, Cursor vite-coding, Github Actions, Google firebase (database, authentication, security), Copy writing and more
- **Project / Product / Roadmap Management** - AGILE, Waterfall, Planning
- **Team Leadership, Team / Line Management, Mentorship, Onboarding and Guidance**
- **Customer and Stakeholder Management**
- **Business Process Analysis and Service Design**
- **Diverse technology experience** - JAVA, Oracle, Postgres, Git, Ansible, Docker, Power Automate, Atlassian, Jenkins, Project, Github, GCP, AWS, Affinity, Adobe, Blender

PROJECTS

UX, UI and Accessibility Design - UX Design Institute (UXDI)

Oct 2025 - MAY 2026 | www.uxdesigninstitute.com

Professional Diploma in UX Design

The industry standard course in UX Design incorporating AI fundamentals and applications

- UX design and research fundamentals including the end-to-end UX process, user research methods and analysis (inc. affinity diagrams), heuristics, interactions and user workflows
- Design execution & portfolio covering design principles, patterns, mobile design, interaction design (inc. sketching), customer journey maps and interactive prototypes

Professional Certificate in UI Design

Comprehensive study in UI design incorporating designing for accessibility

- UI design principles and branding fundamentals including infusing brand personality into digital products, mood board creation, 8pt grid systems, 12-column responsive layouts, and typographic scales for multiple device types
- Design execution and component systems covering the creation of comprehensive component libraries (e.g. buttons, forms, navigation), interactivity states, iconography

Professional Certificate in Designing for Accessibility

- Designing for accessibility to create inclusive digital products that comply with global accessibility standards, such as WCAG and the European Accessibility Act.
- Included Digital Accessibility Fundamentals bootcamp course hosted by Deque in celebration of Global Accessibility Awareness Day 2026.

EXPERIENCE

Full-stack Design & Implementation – My Holiday Planner

JULY 2025 – JULY 2026 | www.myholidayplanner.com

Cloud-hosted web application with generative AI integrations, enabling users to maximise their annual leave allowance whilst discovering travel insights and ideas

- Conceptualisation, design and full-stack implementation of the entire solution utilising vibe coding platforms. Included full design of front-end including mobile version and social sharing features, along with all copywriting across the site
- Extensive research was carried out to select the correct technologies for the solution. This stack ensured the service is performant, easily maintainable, secure and flexible

Head of Software Delivery – Sporting Solutions

JAN 2014 – JULY 2025 | www.sportingsolutions.com

Scalable microservices sports betting platform (GCP/AWS/On-prem) with advanced risk management.

- Operations – Established the Software Delivery function, standardizing automated processes to achieve a 100% production deployment success rate across diverse tech stacks
- Leadership – Managed a multi-disciplinary senior team (DevOps, Build, Config Management) and mentored core staff to maintain high-quality, modern delivery standards
- Methodology – Leveraged Agile (TDD, Kanban, Scrum) to synchronise engineering, product, and operations, ensuring reliable delivery across all client projects
- Partnerships – Negotiated and managed long-term third-party provider relationships, significantly reducing costs while improving service quality

Lead Project Manager – FDJ Gaming Solutions

JAN 2011 – DEC 2013 | www.fdj-gaming-solutions.com

Full turn-key B2B/B2C monolithic sportsbook and CMS solution.

- Function Build – Created and scaled the Project Management and Support functions, implementing enduring governance and issue-handling processes
- Resource Planning – Integrated resource management tools to optimise staffing, scoping, and project estimation accuracy
- Management – Handled account management (commercials/negotiations) and line-managed 2-10 staff across project, support, and development roles
- Growth – Collaborated with Sales and Product teams on bid/tender applications, contributing to multiple successful contract wins

QUALIFICATIONS

- **Professional Diploma in UX Design** – UX Design Institute (UXDI)
- **Professional Certificate in UI Design** – UXDI
- **Professional Certificate in Designing for Accessibility** – UXDI
- **Certificate in AI Fundamentals for UX** – UXDI
- **Project & Team Management, JIRA Administration** – Various
- **BSc Hons Multimedia Computing** – Northumbria University

INTERESTS

Sport, Technology, Design, Art, Music, Languages (Italian), Travel, Classic cars, Theatre