



Ben Wales

Web Developer | UX Designer | Business & Data Analyst

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Introduction

I am a versatile and skilled professional with extensive experience in web development, UX design, as well as business and data analysis.

My diverse skill set includes developing web applications, conducting user research, creating wireframes and prototypes, executing usability testing, and performing comprehensive data analysis to uncover valuable insights. I have successfully contributed to projects that integrate user research, design, and technical implementation to deliver impactful solutions.

With a strong foundation in Agile methodologies and a commitment to continuous improvement, I am dedicated to driving innovation and efficiency in every project I undertake.

Education

Frontend Development	
Codecademy	2021
UX Design Course	
PeakXD	2019
Definitive Power BI Course	
Enterprise DNA	2017

Credentials

Certified Agile Specialist	
SCRUM Alliance	2020
Baseline Security Clearance	
Aus Def Force	Active

Skills Summary

Web Development | 3 Years

HTML

CSS

Javascript

React

Next.js

Typescript

MS Power Platform

Python

Business Analysis | 5 Years

Problem Solving

Testing

BPMN

Project Management

Requirement Gathering

UX Design | 4 Years

User Personas

Research

Journey Maps

Figma

Wireframes

UI Design

Data Analysis | 3 Years

Story Telling

Power BI

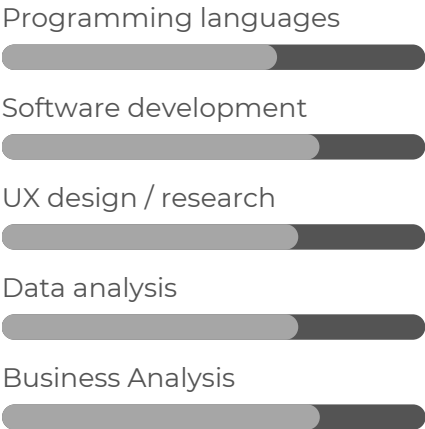
Data Visualisations

SQL

DAX

Power Apps

Skills Proficiency



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Experience

Web Developer

Eye On IT

Jul 2021 - Present

- Performed front end web development for Service Provider migration portal, designed to allow Service Providers to migrate their customers from Cisco Broadcloud to RingCentral.
- Designed and developed high-performance, interactive dashboards using React, integrated with a Postgres database and Azure, to deliver seamless data visualization and an enhanced user experience.
- Created / Managed documentation using Confluence, Jira etc

UX Designer

Eye On IT

Feb 2017 - Jul 2021

- Conducted user research to understand user needs, behaviors, and motivations to inform design solutions
- Developed wireframes and interactive prototypes to communicate design concepts and user flows
- Executed usability testing and gathered user feedback to validate and refine design decisions
- Collaborated with development teams to ensure designs are implemented accurately and effectively
- Collaborated with software developers using Agile and Jira

Data Analyst

Unitywater

Sep 2016 - Feb 2017

- Collected and cleaned data for analysis, ensuring accuracy and relevance
- Utilised MS Power Apps to create forms to allow users to submit customer satisfaction survey metrics for reporting
- Utilised DAX, Python and SQL to write queries, formulas and expressions
- Created data visualizations to effectively communicate findings and insights using Power BI

Data Analyst

Minor Hotels

Jan 2016 - Sep 2016

- Utilised Power BI to analyse customer booking, forecast hotel demand trends and improve marketing strategies
- Utilised MS Power Apps to create forms to allow users to submit hotel booking metrics for reporting
- Developed and maintained key performance dashboards using Power BI
- Used DAX, Python and SQL to write queries, formulas and expressions

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Experience cont...

Data Analyst

Vita Group Limited

2014 - 2016

- Analysed complex data trends to extract actionable business insights.
- Developed interactive dashboards to visualize and monitor key metrics.
- Integrated Power BI with finance APIs to visualise and track Telstra commission payments report on invoicing and journal entries.
- Implemented ETL (Extract, Transform, Load) processes, using DAX, Python scripts and SQL queries

Business Analyst

Vita Group Limited

2009 - 2014

- Gathered business requirements, closing the business-tech gap effectively.
- Acted in a Product Manager role including creating and managing a product roadmap, productisation of software and liaised with the dev team
- Facilitated transparent communication between stakeholders
- Created processes using Business Process Modal Notation (BPMN)

Notable Projects

Unity Care UX Research

Eye On IT

June 2018

I lead a 3-month UX Research & Design project in San Jose, CA for Unity Care, a non-profit that provides housing for youths. I facilitated **user interviews, workshops, and crafted journey maps, wireframes, and personas**. The produced artifacts were instrumental in guiding the development team's decisions for developing an innovative youth support software app.

CX Data Insights

Unitywater

June 2016

I leveraged **Power BI** to design and **implement a CX (customer experience) dashboard**, integrating data from multiple sources and crafting performance visualizations across units for a 360-degree operational view, delivering real-time insights to support decision-making. This automation achieved a daily **20-hour reduction** in manual processing.

IP Tel Automation

Vita Group

June 2015

I played a key role alongside Telstra's senior product team in a successful initiative to dramatically **cut Telstra's IP telephony provisioning time from 90 days to just 12**. My contribution involved utilising BPMN process mapping, leading to a substantial overhaul of the process document, resulting in a streamlined workflow, significantly enhancing efficiencies.