Ben Joyce

MBA, PRODUCT AND DESIGN LEADER

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I help organizations scale design impact through strategic leadership. I've done everything from overhauling Best Buy's checkout (4% conversion lift, 97% satisfaction) to launching a B2B marketplace that reached $1B in sales. I build teams that shift from reactive execution to AI-accelerated product leadership, delivering measurable outcomes across customer, B2B, and employee experiences.

Experience

Best Buy | **Senior Manager, Experience Design** | **Feb. 2022 to current**

Led experience design strategy across Best Buy's e-commerce, employee tools, and B2B marketplace, partnering with engineering, product, and business stakeholders to ship customer-facing innovations.

- Orchestrated comprehensive design and research efforts to overhaul the checkout experience for millions of customers, achieving 97% positive feedback and a 4% relative increase in conversion.
- Guided the design and launch of Best Buy's business-to-business marketplace platform, taking it from concept to $1B in annual sales.
- Built and mentored a team of 7 designers, shifting culture from reactive execution to proactive, AI-accelerated design leadership.

Travelers Insurance | **Various roles** | **Jun. 2012 to Feb. 2022**

Director, Experience Design **Jun. 2019 to Feb. 2022**

- Directed design strategy of new product offerings, integrating comprehensive research with business outcomes to inform critical investment and prioritization decisions.
- Created an information architecture framework adopted across Business Insurance tools, improving task completion rates and reducing support escalations.

Lead, Experience Design **Oct. 2016 to Jun. 2019**

- Founded an internal innovation center that embedded discovery practices across 10+ product teams, teaching design thinking and problem framing to shift teams from solution-first to research-driven approaches.
- Awarded the 2016 CEO award. Received the award for leading a process that showed the Travelers CEO how a user-centric approach creates more effective experiences and outcomes.

Leadership Development Program **Jun. 2012 to Oct. 2016**

Completed 4 rotations across Travelers business units, delivering a customer onboarding redesign, Travelers' first design system, and a cross-channel document delivery process.

Freelance Design and Development | **Designer, Developer** | **Feb. 2009 to Jun. 2012**

Cashman & Katz Digital Agency | **Digital Development Intern** | **Jun. 2009 to Sep. 2009**

Education

Central Connecticut State University | **Master of Business Administration (MBA) — Business Analytics** | **Sep. 2015 to May 2017**

Central Connecticut State University | **Bachelor of Science (BS) — Mgmt. Info. Systems, Marketing** | **Sep. 2015 to May 2017**

Skills

Strategic Visioning, Research-Driven Design, Design Strategy, Product Leadership, Cross-functional Collaboration, Design Operations, Team Growth, Coaching, Mentorship, Talent Management, Culture Building, User-Centered Design, Information Architecture, E-commerce Design, Mobile Experience Design, Checkout Flow Optimization, Marketplace Design, Product Roadmap, Innovation, Adobe Analytics, Business Strategy, Data Analytics, Conversion Optimization, ROI Analysis, Market Analysis, Financial Impact, OKR Tracking, Front-End Development, HTML, CSS, JavaScript, Prototyping Tools (e.g., Figma, A.I.), User Research, A.I., Prompt Engineering, Agentic Workflows, GitHub Copilot