HB | Henry Chenot Binning
Senior Product Designer

henrycbinning.com
henrybinning.1993@gmail.com
+1 (314) 540-6143

EXPERIENCE

ActiveCampaign

Senior Product Designer & Marketing Design Lead | Jul 2022 – Present | Remote

- Responsible for the design strategy of the marketing product line, spanning four cross-functional teams, three builder experiences, and accounting for 68% of company revenue.
- Designed and now planning six phases of extensive improvements to our forms builder including improved styling capabilities, multi-stepped forms, multiple form endings, conditional logic, and more. Preliminary updates have accounted for an 18-point improvement in NPS sentiment during Q1–Q3 of 2023, compared with all of 2022.
- Championing designs for a subscription preference center, where users can customize flows through which their contacts unsubscribe from a list or manage communication preferences.

Product Designer | Jul 2019 – Jul 2022 | Chicago, IL

- Led design efforts for the Web Channels team, launching two new products into the platform: a landing page builder and a website personalization tool.
- Founded and led the "Consistent Builder Initiative," a yearlong effort that solved UI inconsistencies across four builder experiences. This four-member initiative contributed 45 components and accompanying guidelines to our design system, Camp. Development of these components is now underway.
- Collaborated across a team of designers, product managers, and engineers to design and release a new asset manager, where users can add or manage their marketing materials.

DRIVIN, Powered by KAR

UX/UI Designer | Oct 2017 – Jul 2019 | Chicago, IL

- Introduced interface improvements to the existing mobile application through iterative designs and tested concepts through user interviews, unmoderated studies and site visits.
- Researched, designed, and documented a revamped brand identity and mobile interface that was successfully integrated into the application's development roadmap.

Sherpa CRM

User Experience Designer | Feb 2016 – Sep 2017 | St. Louis, MO

- Collaborated with founders, executives, engineers, and sales experts to research and design a new reporting interface, including a team productivity dashboard, updated reporting capabilities and robust share/scheduling functionality.
- Documented and integrated standard design processes into the product development life cycle, ensuring user needs were properly understood and addressed.

EDUCATION

Designlab

UX Academy Certificate | Mar 2017 – Aug 2017 | Online Course

- Completed over 480 hours of hands-on project experience covering user research, information architecture, interaction design, and UX/UI design.
- Attended weekly group critiques and one-on-one mentor sessions.

DePauw University

Bachelor of Arts, Environmental Geoscience | Greencastle, IN

- Graduation: May 2015, GPA: 3.83 (summa cum laude), Honors: Phi Beta Kappa

TOOLS

Advanced

Figma
Maze
Sketch App
InVision

Intermediate

Adobe Creative Suite
Principle

Basic or Learning

CSS
HTML

METHODS

Research

Competitive Analyses
Contextual Inquiries
Sitemaps
Usability Testing
User Interviews
User Journeys
User Personas

Design

High-Fidelity Mockups
Information Architecture
Interactive Prototypes
Paper Prototyping
Sketching
Visual Design
Wireframes