

Emile Bennett

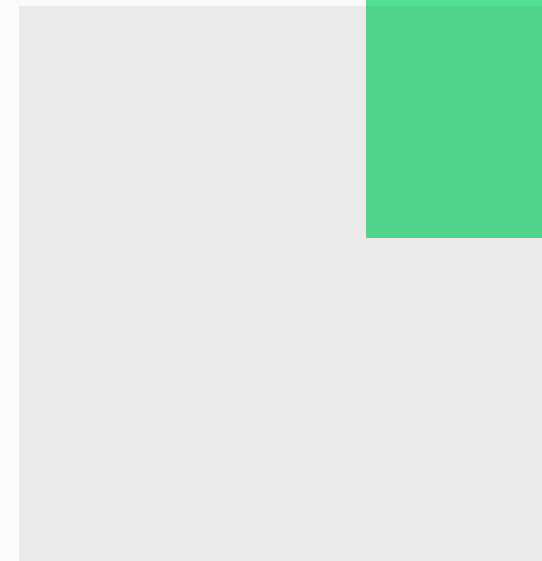
Product Designer / Director

Profile



**An award-winning
expert in user
centered design and
product ownership.**

With over 15 years design and product experience, I deliver tangible value to established businesses and startups.



Dynamic, multi-faceted and **collaborative** environments are where I thrive, quickly establishing trusted and productive relationships with stakeholders and team members alike.

My unwavering commitment to excellence in design, passion for innovation, and fluency working in high intensity cross-disciplinary teams in a leadership position, enables me to **realise exceptional results** time and time again.

“

Emile's ability to distill complex information into meaningful context is truly impressive. He is an invaluable asset, seeing the bigger picture at all times, asking difficult questions and finding the critical design answers in a way that few others do.

Jaime Plata
CTO & Co-founder Fluent Finance

As founder of the iOS Apps Pennies and Magpie, I bring award-winning insight in product design and ownership.



Fluent

Web3 Finance Platform

HEAD OF PRODUCT DESIGN

Fluent

Project Details

ROLE

Product Ownership
Project Management
UX/UI
Service Design
Creative Direction

LINK

fluent.finance

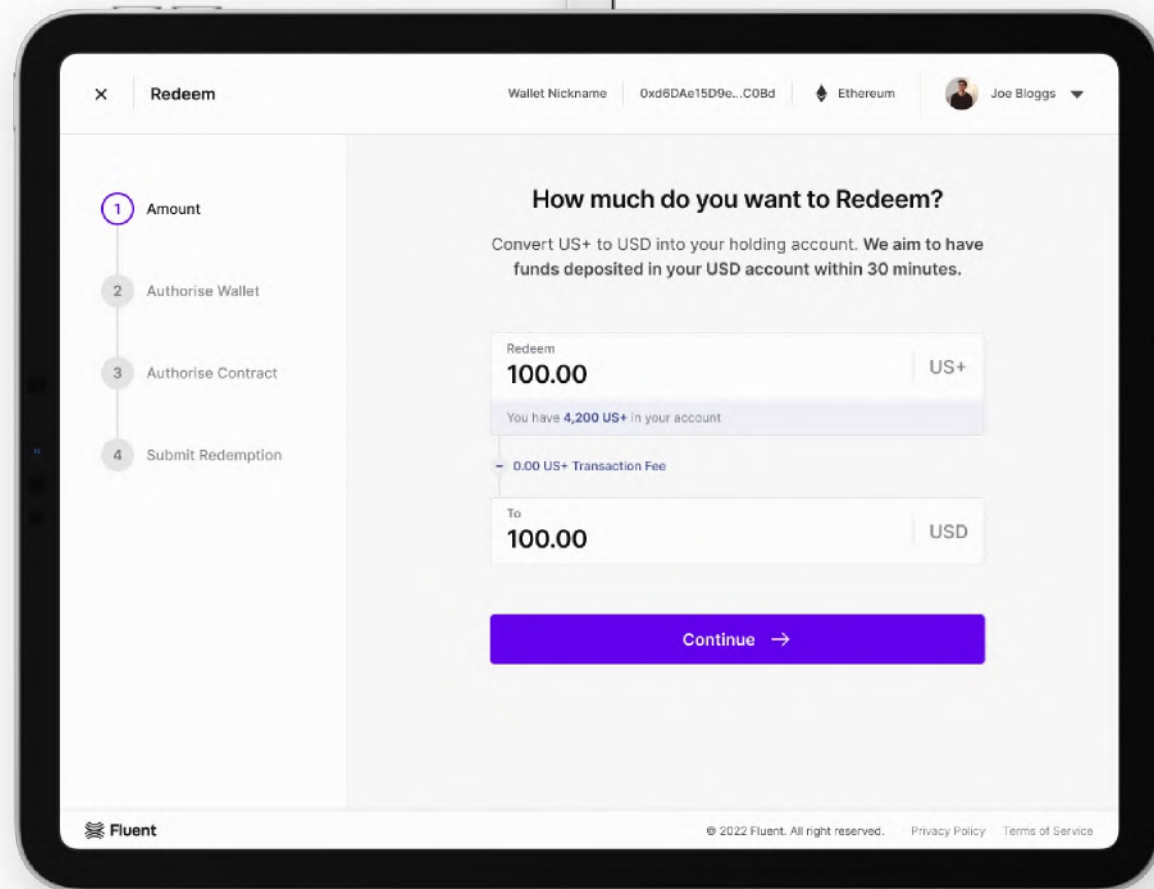
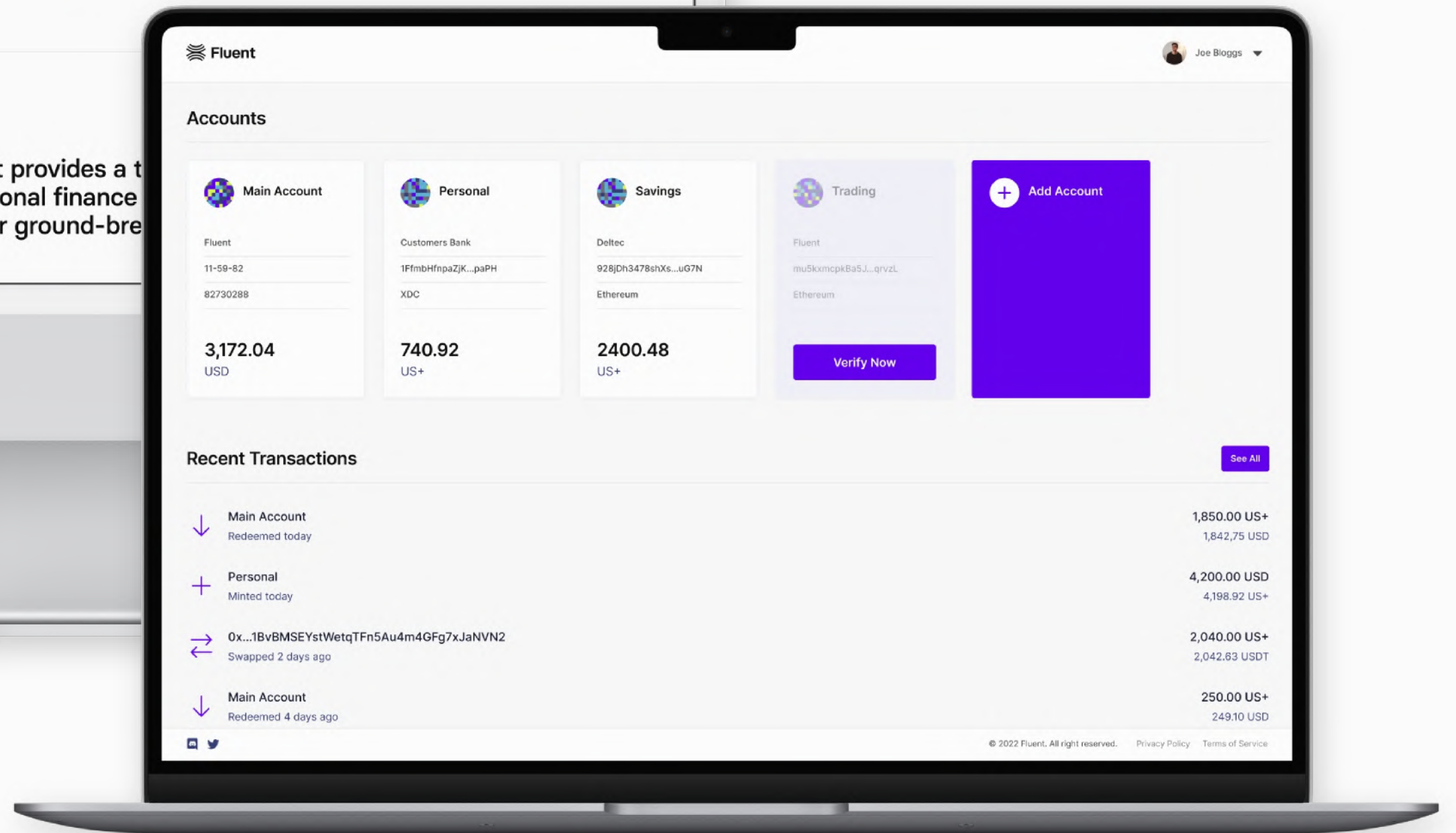
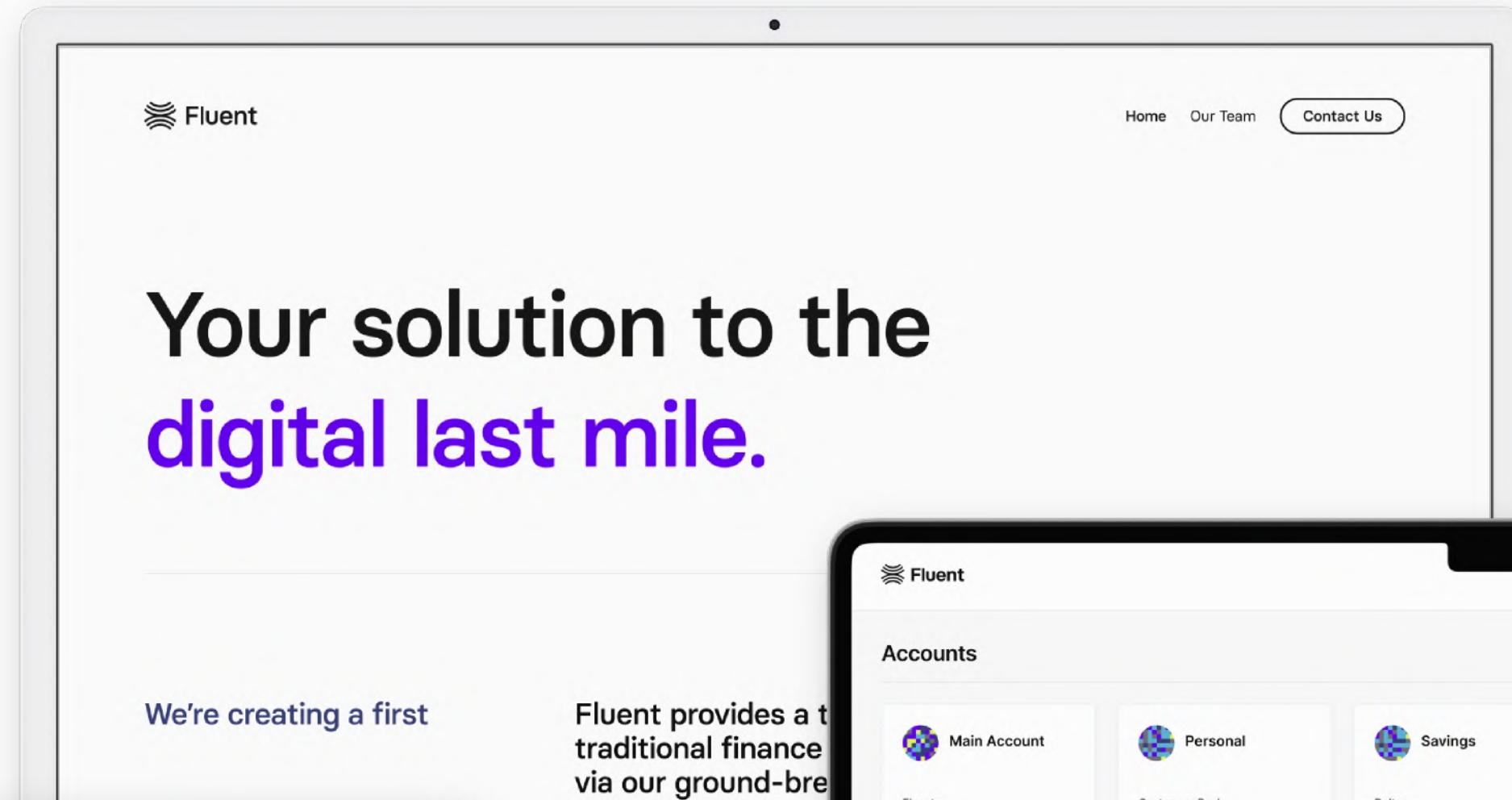
OVERVIEW

Fluent is a groundbreaking stablecoin protocol that provides a two-way bridge between traditional finance and distributed ledgers via enterprise-level blockchain technology.

As Head of Product Design at Fluent, I led a multi-functional role involving product ownership, team leadership, UX/UI design, service design, and creative direction.

A highly design technical role with many regulatory and compliance factors to account for, I architected and designed all customer and admin applications, from scoping documents all the way to hi-def designs, delivery and frontend team management. I also worked closely with the C-Suite on strategic and operational levels to drive innovation and product alignment.

CUSTOMER APPLICATIONS



ADMIN DASHBOARDS

Fluent FFC | 39f45a

- Dashboard
- Transactions 16
- Reports 3

Transactions

Last Updated - 15 seconds ago

Pending Mint Requests
1,349.29 US+
3 Requests

Pending Burn Requests
3,281.46 US+
5 Requests

Pending 26 Complete 86

ID ↓	Type ↓	Status ↓	Name ↓	Date ↓	US+ Amount ↓
GZRfTV6PmWRqIM6QJJa92c	MINT	Deposit Approved	Olivia Rhye	08/30/22 13:27	1350.00
GZRfTV6PmWRqIM6QJJa92c	MINT	Deposit Approved	Olivia Rhye	08/30/22 13:27	1350.00
GZRfTV6PmWRqIM6QJJa92c	MINT	Deposit Approved	Olivia Rhye	08/30/22 13:27	1350.00
GZRfTV6PmWRqIM6QJJa92c	MINT	Deposit Approved	Olivia Rhye	08/30/22 13:27	1350.00
GZRfTV6PmWRqIM6QJJa92c	MINT	Deposit Approved	Olivia Rhye	08/30/22 13:27	1350.00
GZRfTV6PmWRqIM6QJJa92c	MINT	Deposit Approved	Olivia Rhye	08/30/22 13:27	1350.00

Joe Bloggs
joe.bloggs@fluent.finance

Logout

< Prev 1 2 3 Next >

Fluent FFC | 39f45a

Dashboard

Last Updated - 15 seconds ago

Operations

- XDC MINT ✓
- XDC BURN ✓
- Ethereum MINT ✓
- Ethereum BURN ✓

Wallet Balances

- Moonstone Xinfin 176 XDC ✓
- Moonstone Xinfin (Reject) 176 XDC ✓
- Moonstone Ethereum 1938 ETH ✓
- Moonstone Ethereum (Reject) 1938 ETH ✓
- FFC Xinfin 100 XDC ✓
- FFC Ethereum 10 ETH ✓

US+ Total Supply
13,764.00 US+
In Circulation

USD Collateral
34,975.00 USD
In Reserves

Liquidity Position
21,211.00 USD
2.54% Collateralized

Blocked Funds
10,630.00 US+
Withheld

Pending Mint Requests
1,349.29 US+
3 Requests

Pending Burn Requests
3,281.46 US+
5 Requests

Pennies

Expense Tracking App

FOUNDER / DESIGNER / DEVELOPER

Pennies

Project Details

ROLE

Ideation
App Design
iOS Development
Marketing
Customer Support

LINK

getpennies.com

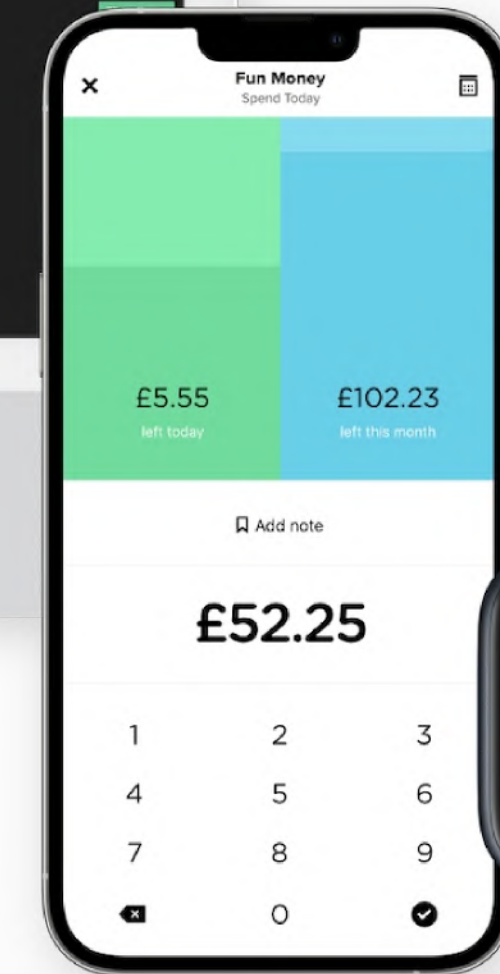
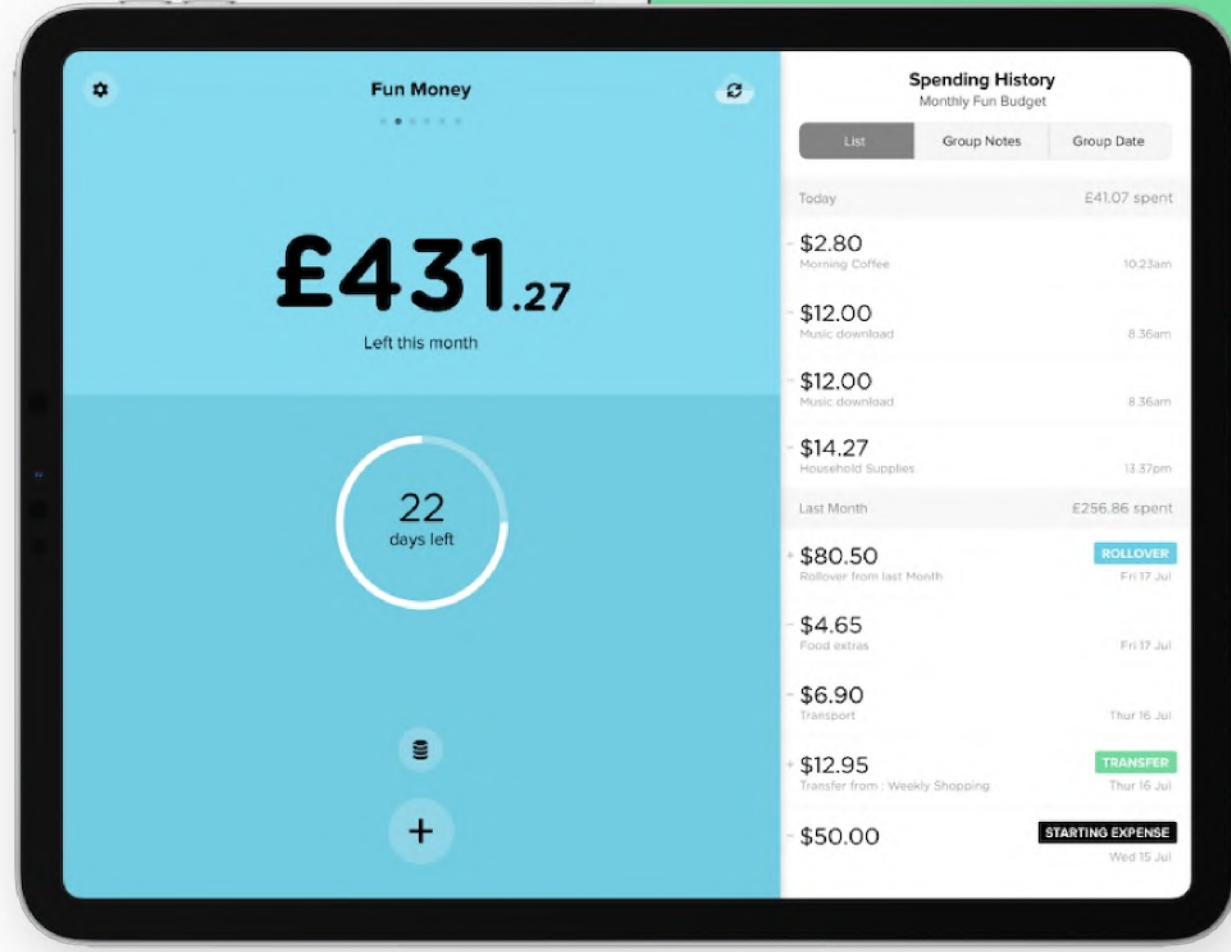
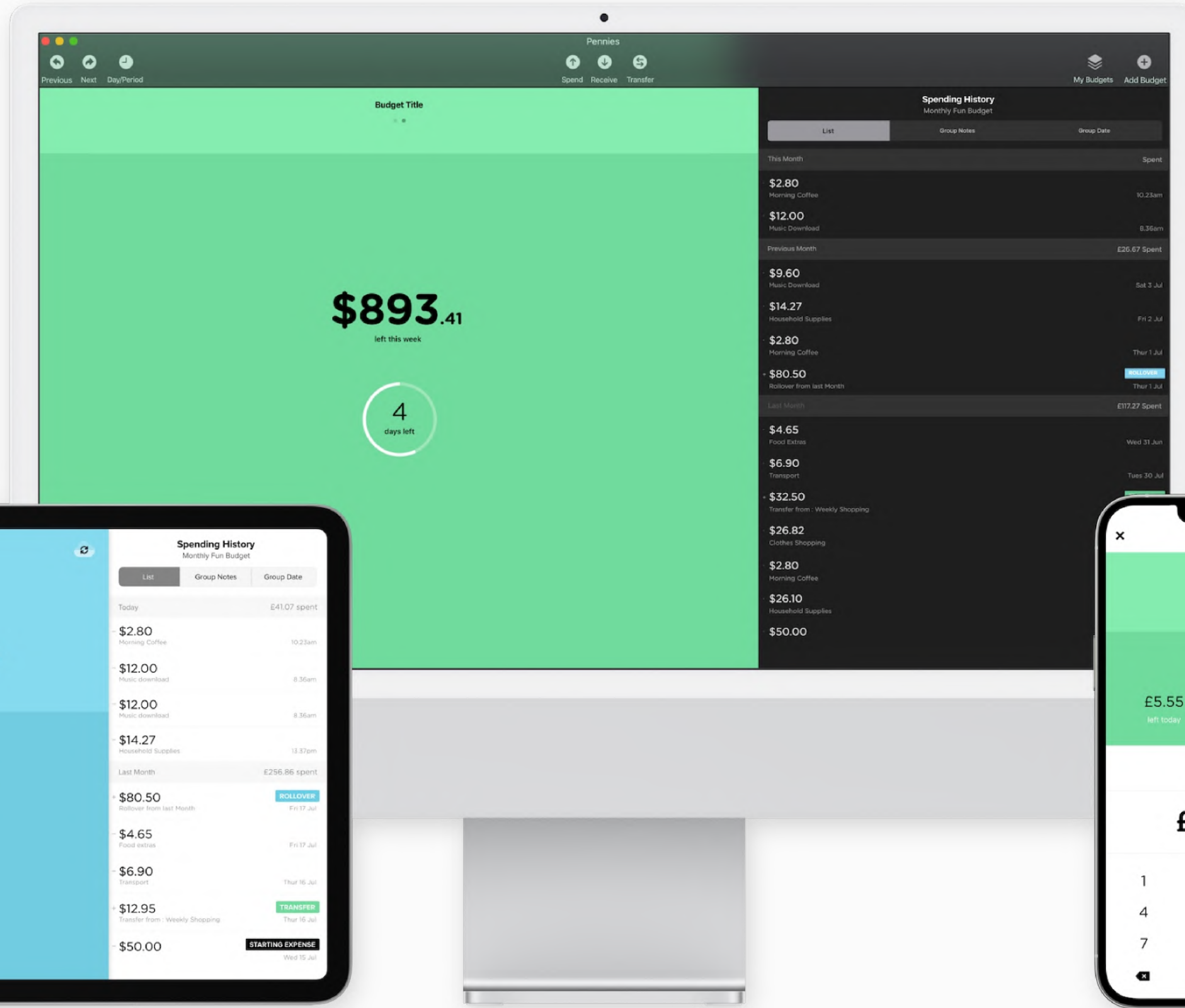
OVERVIEW

I Founded Pennies in 2014 with a focus on simplicity, speed, and providing a financially beneficial experience. Launched on iPhone, it has expanded to Watch, iPad, and Mac in 18 languages.

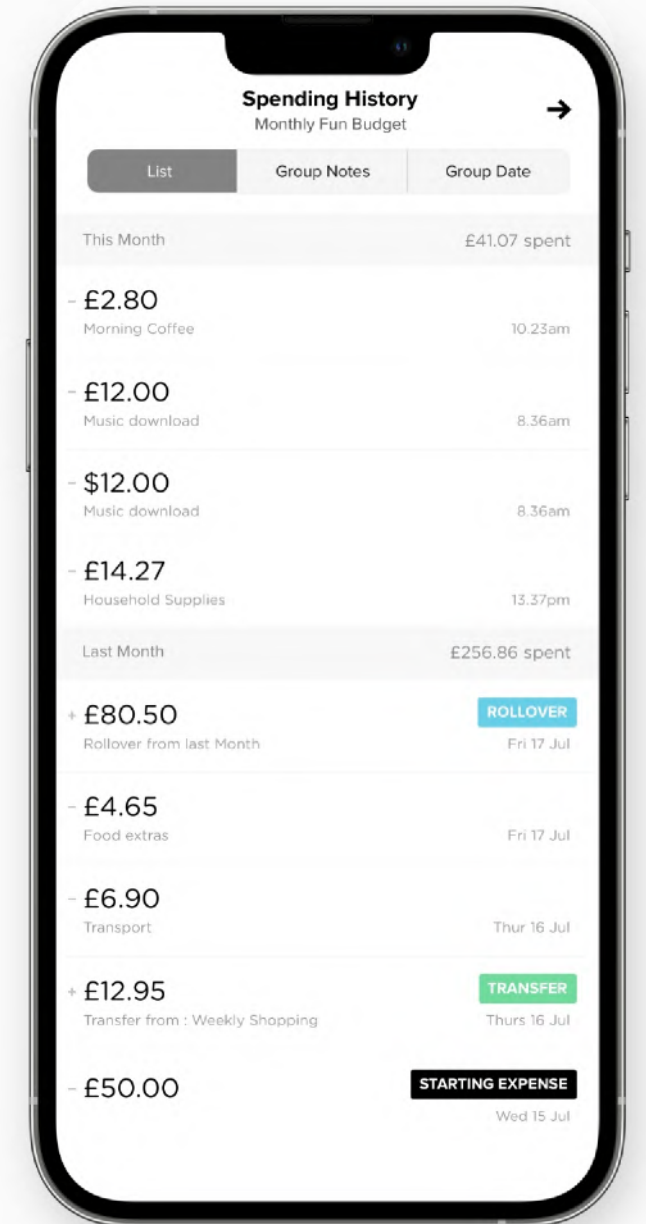
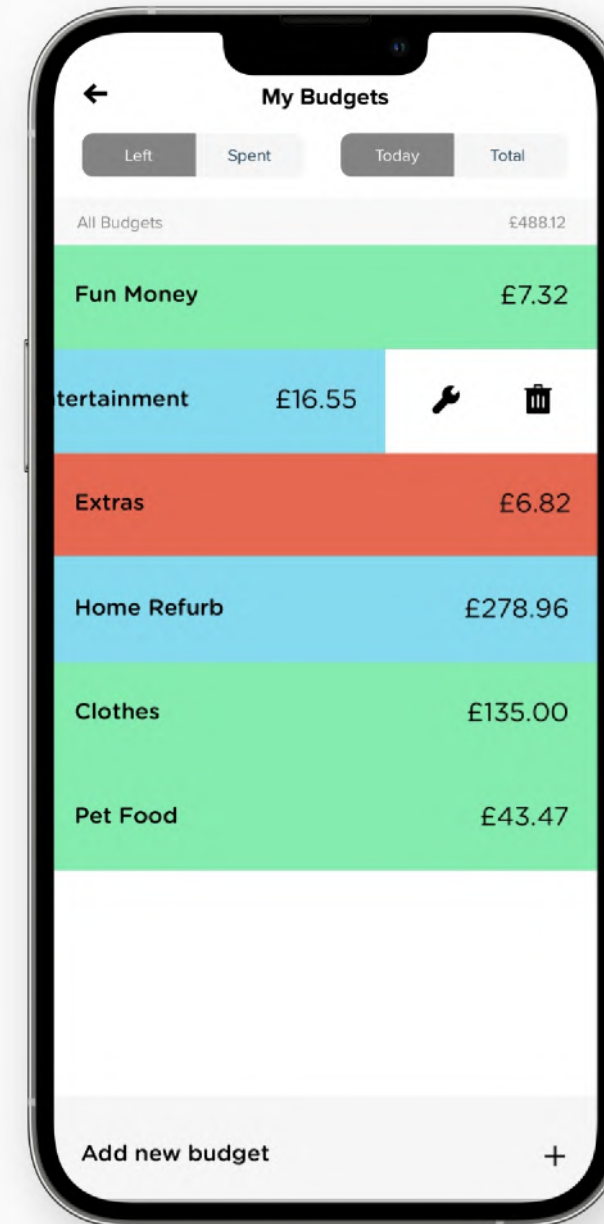
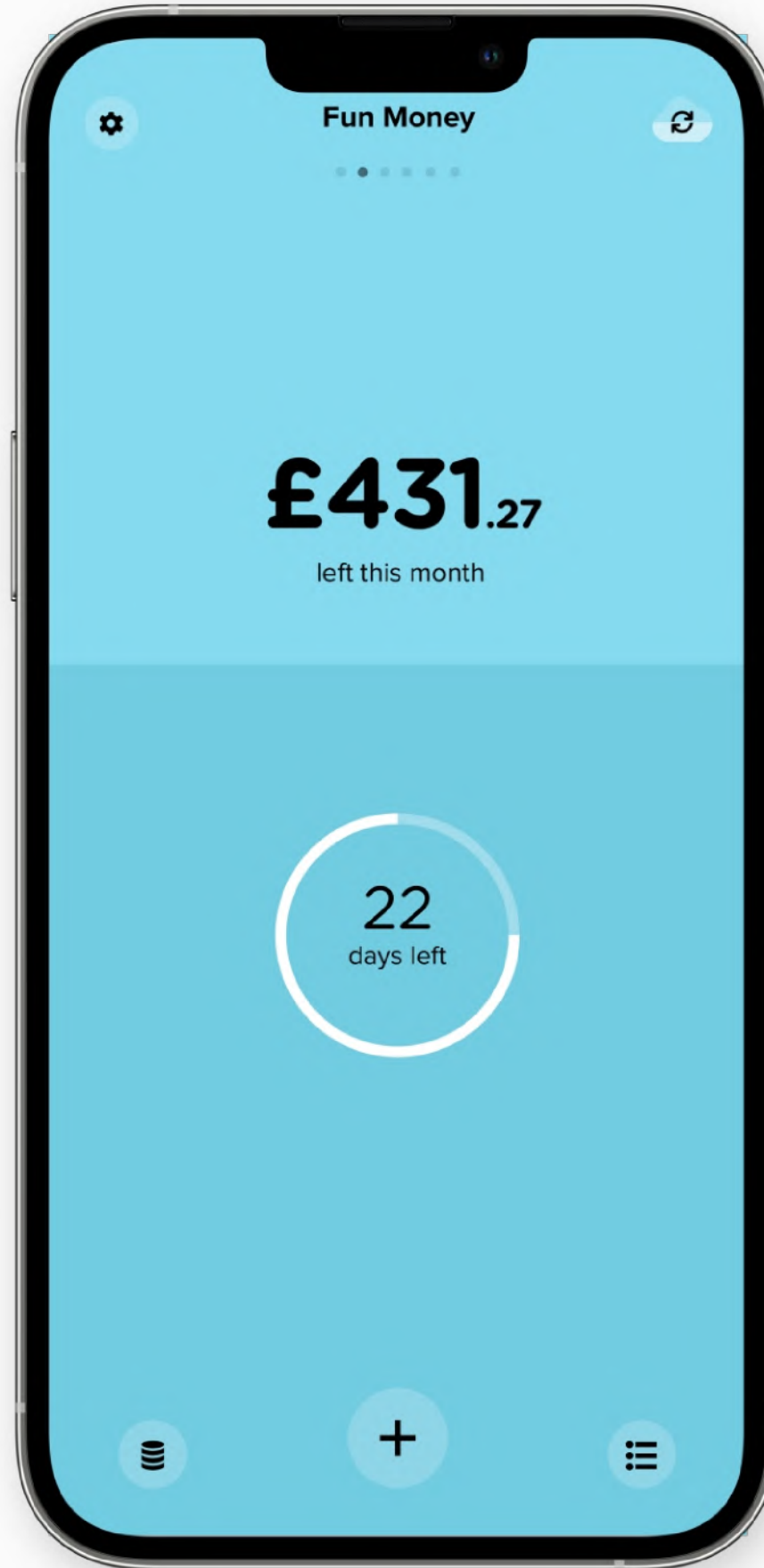
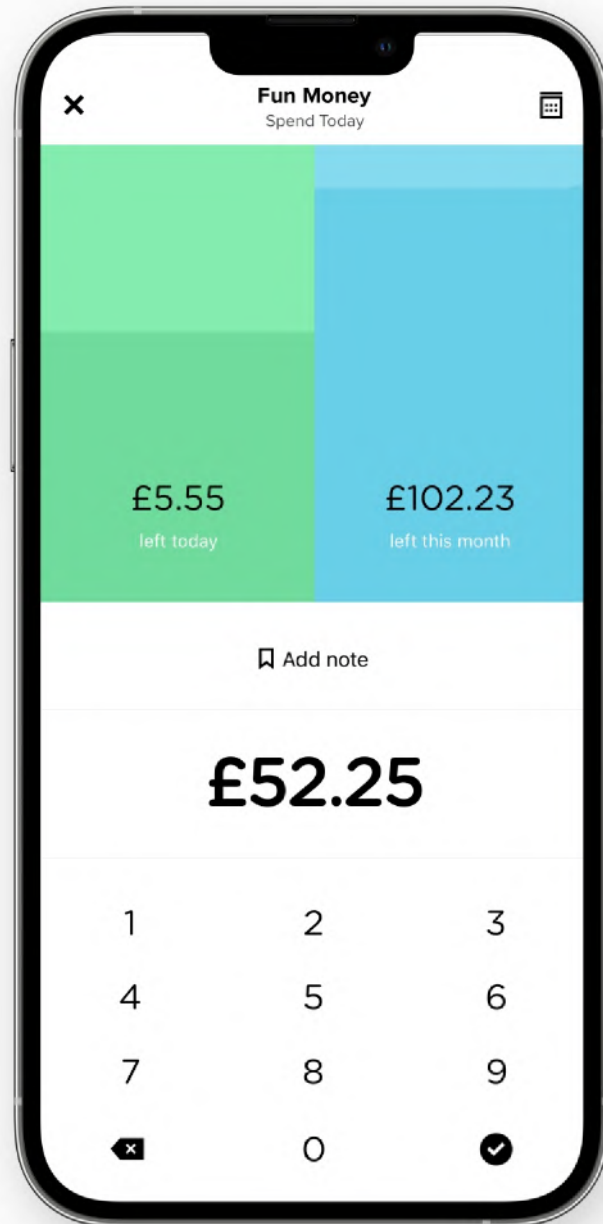
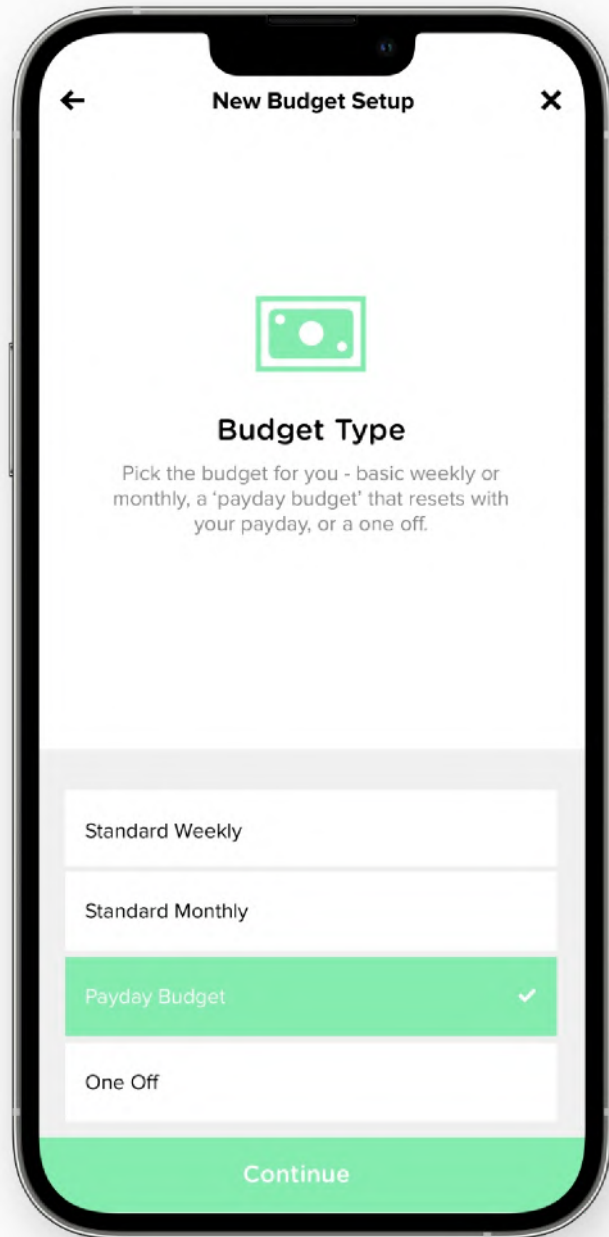
Pennies has generated over 2 million downloads, received multiple awards from Apple including 'Editors Choice' in multiple countries, and featured in top tech press. I managed all aspects of production, including UX, design, development, marketing, and customer support.

Over years of evolution, Pennies has maintained a minimalistic design while offering powerful functionality for budget creation, management, and synchronization. It continues to provide an intuitive, fast, and fun experience for users, setting it apart from competitors.

PRODUCT ECOSYSTEM



PRIMARY
APP SCREENS



GBA

Hybrid Art Space

LEAD PRODUCT DESIGNER

GBA

Project Details

ROLE

Founder Mentoring
UX/UI
Service Design
Web Design
Shopify

LINK

gba.family

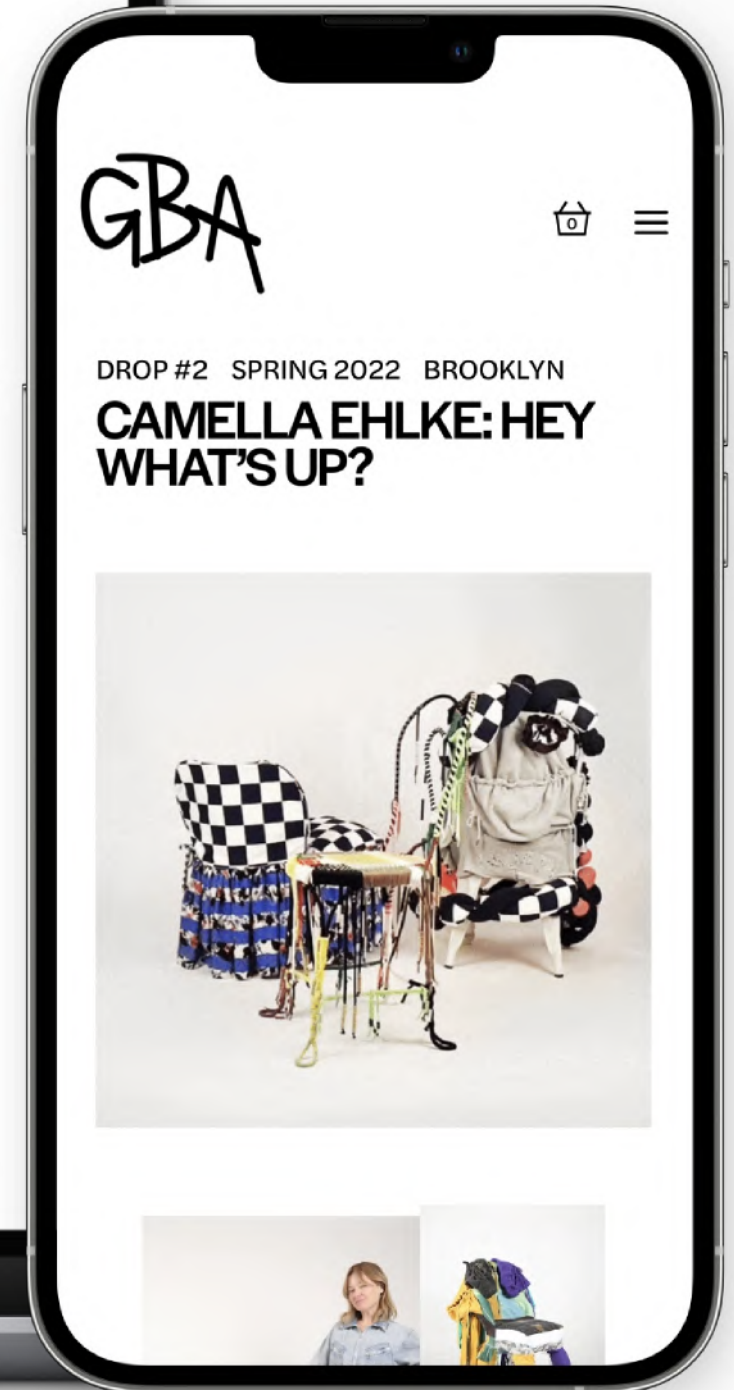
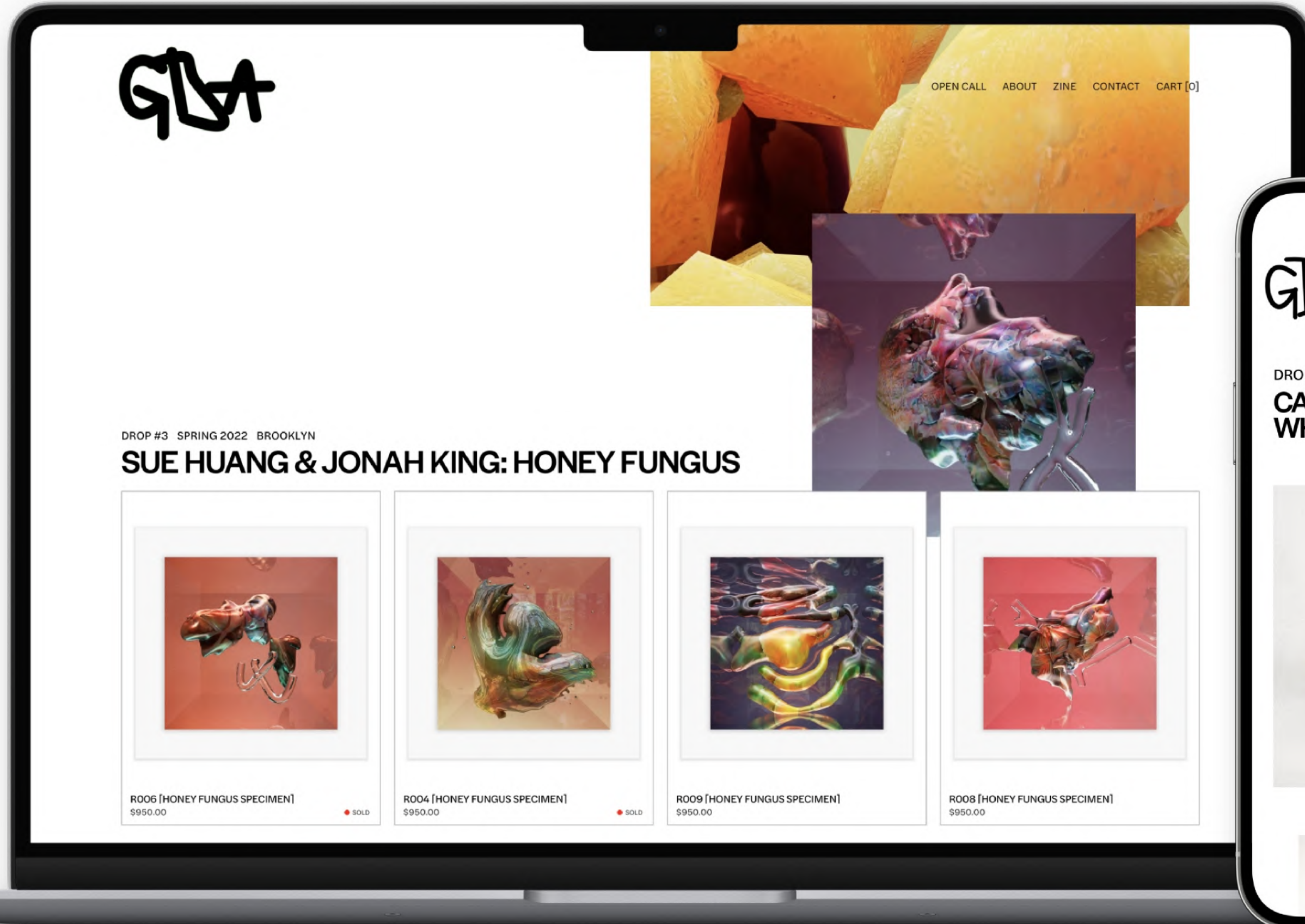
OVERVIEW

GBA - a hybrid art space building an inclusive space for culture, commerce, and artists.

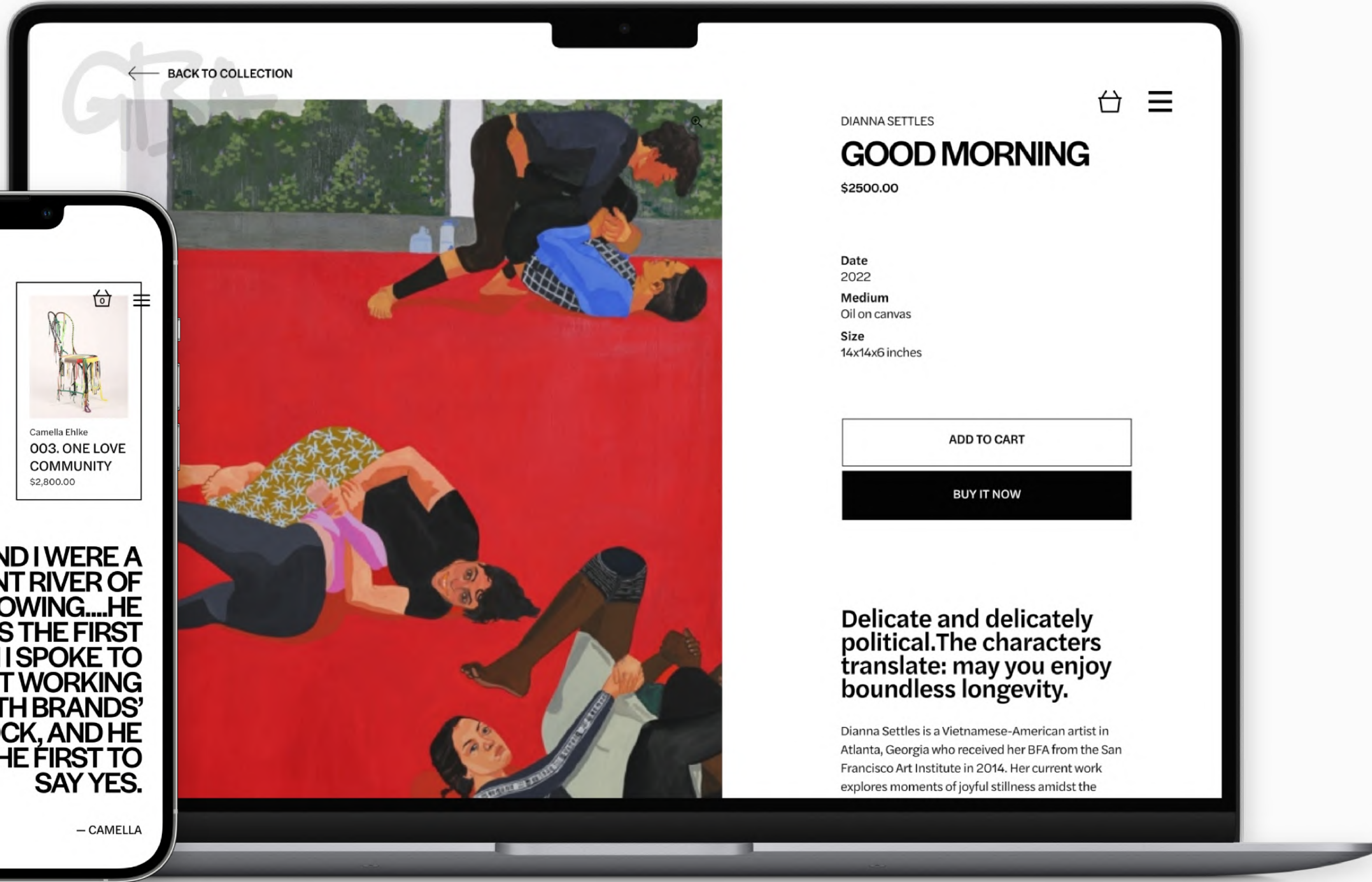
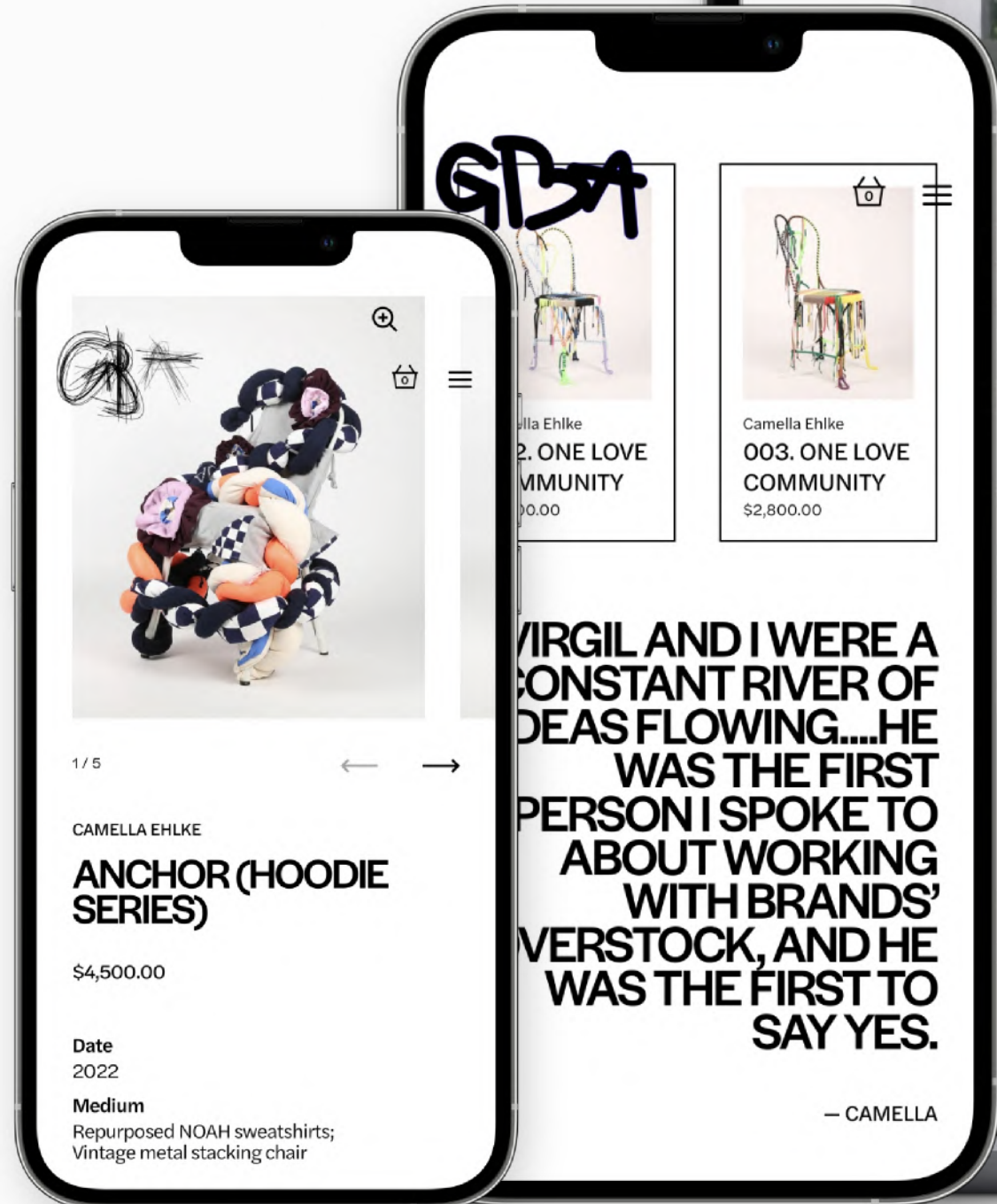
I joined as their UX, UI, and Product Design consultant during their founding months to design their e-commerce site and define the selling infrastructure, conducting workshops with the founders to define their vision, business models, and user journeys. I designed the and built website with a blend of traditional e-commerce UX combined with inspiration from editorial gallery posters and design magazines.

The GBA website launched in April 2022 with extensive press coverage in Architectural Digest, Hypebeast, It's Nice That and Fast Company.

LANDING
PAGE



CATALOGUE & PRODUCTS



← BACK TO COLLECTION



DIANNA SETTLES

GOOD MORNING

\$2500.00

Date
2022

Medium
Oil on canvas

Size
14x14x6 inches

ADD TO CART

BUY IT NOW

Delicate and delicately political. The characters translate: may you enjoy boundless longevity.

Dianna Settles is a Vietnamese-American artist in Atlanta, Georgia who received her BFA from the San Francisco Art Institute in 2014. Her current work explores moments of joyful stillness amidst the

VIRGIL AND I WERE A
CONSTANT RIVER OF
IDEAS FLOWING....HE
WAS THE FIRST
PERSON I SPOKE TO
ABOUT WORKING
WITH BRANDS'
VERSTOCK, AND HE
WAS THE FIRST TO
SAY YES.

— CAMELLA

Sparkjar

Realtime Teaching Platform

LEAD PRODUCT DESIGNER

Sparkjar

Project Details

ROLE

UX/UI
Service Design
Founder Mentoring

LINK

sparkjarapp.com

OVERVIEW

I worked with Sparkjar as Lead Product Designer over a 5-year retainer period to create a modern iPad and web based workspace for teachers, parents and students, reducing tasks and delivering an outstanding learning experience.

As lead designer, I collaborated with marketing teams to conduct ongoing user research, building accurate personas and implementing analytics for data-driven design decisions. I also worked with the technical team to address the UI challenges of a complex backend system.

I am proud to have contributed to making a positive impact in education by creating an innovative teaching platform that promotes creativity and learning.

STUDENT & ADMIN APPS



Laila Jansen
Hove Park School

Classes > 7GBiol

7GBiol | Year 7 | Sciences

Search... [Edit]

Changes: 2 pending changes

Departments: Classes, Teachers, Students, Archive, School Settings, Logout

Teachers (2) [Manage Teachers]

Image	First name ↓	Last name	Name for students	Email
	Jerome	Beach	Mr Beach	jerome.beach@sparkjarapp.com
	Sonia	Castaneda	Mrs Castaneda	sonia.castaneda@sparkjarapp.com

Students (28) [Manage students]

Image	First name ↓	Last name	Email	Verified on Sparkjar	MIS Code
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-
	Robin	Archer	robin.archer@sparkjarapp.com	✗	-
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-
	Robin	Archer	robin.archer@sparkjarapp.com	✓	-

Linked to MIS

13:31 Wed 13 May

Sparkjar | Entire class

Geography | History | Chat

Chat rooms: Entire class, Group A

History - Entire Class | 04:47

100%

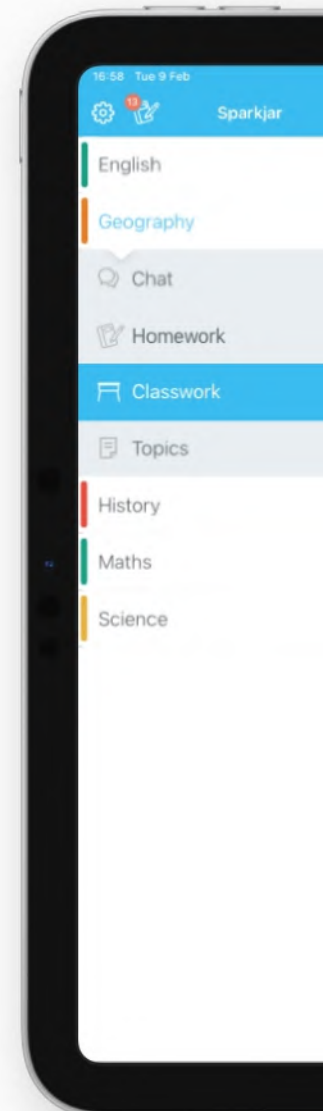
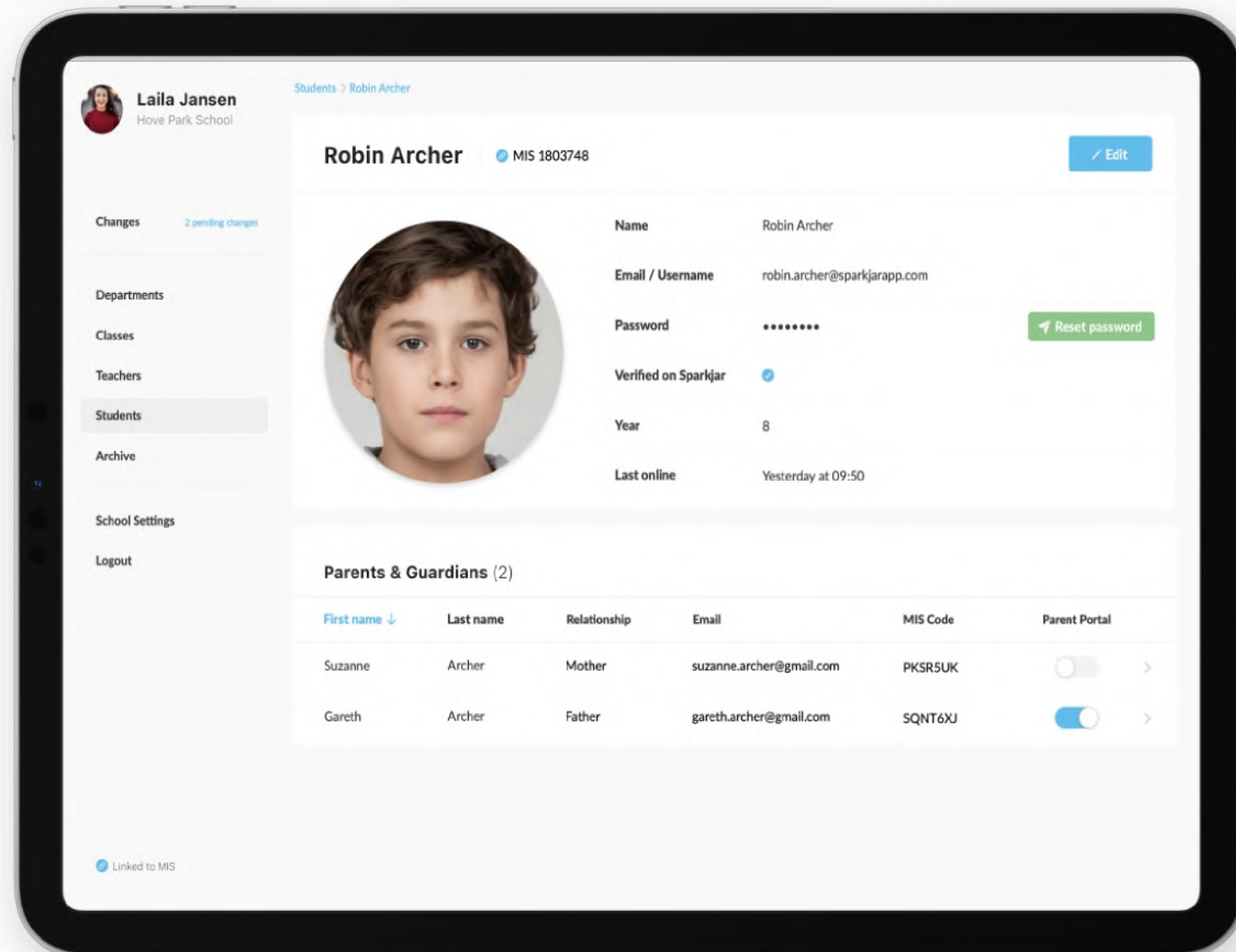
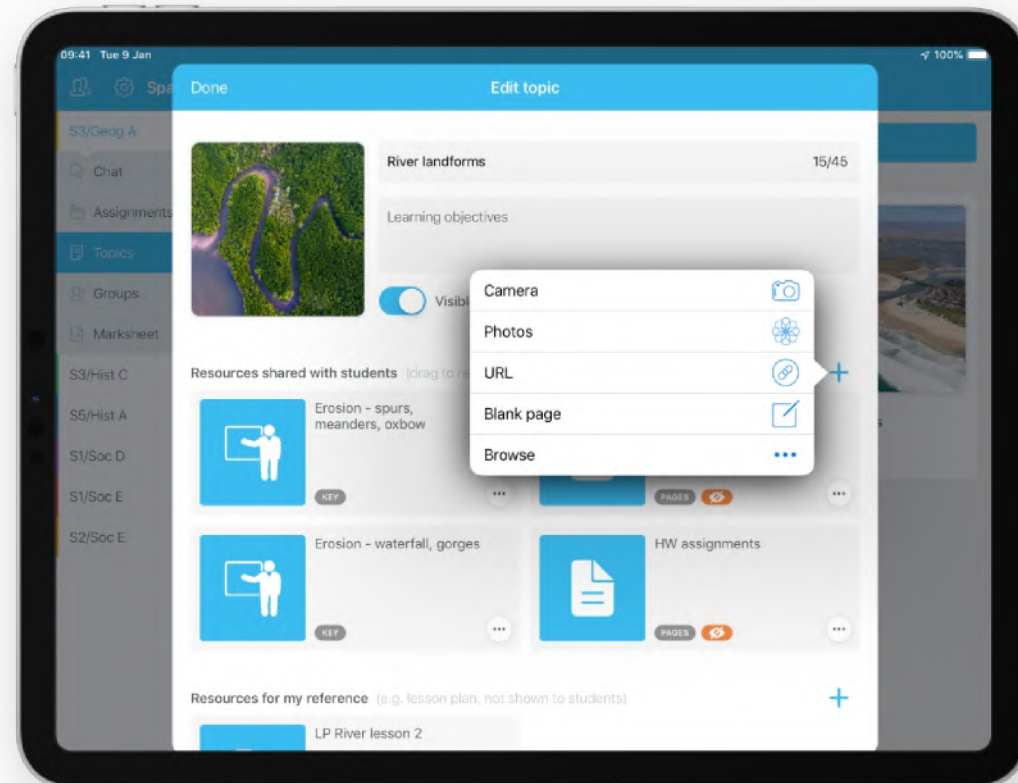
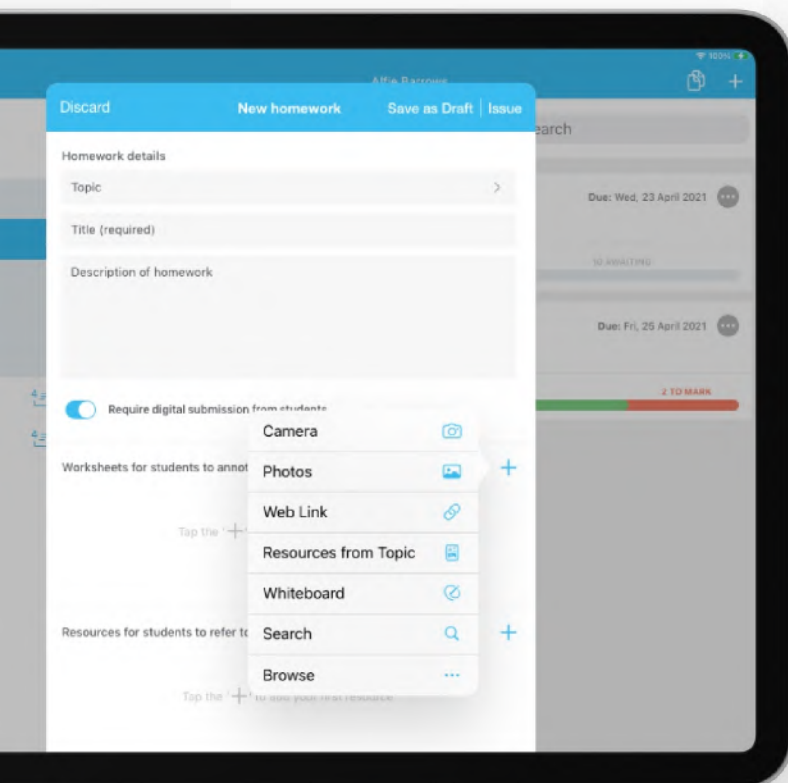
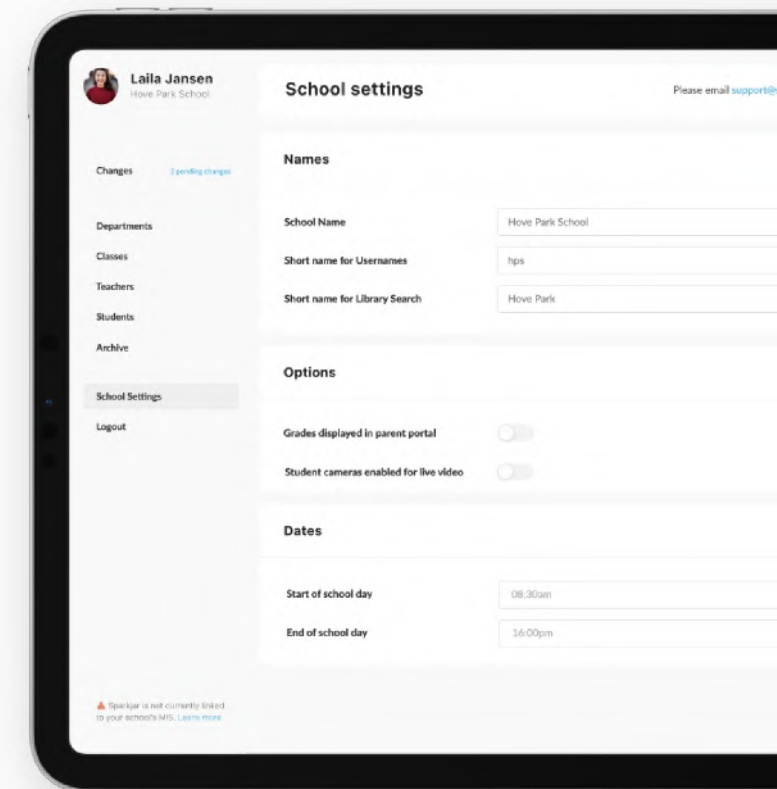
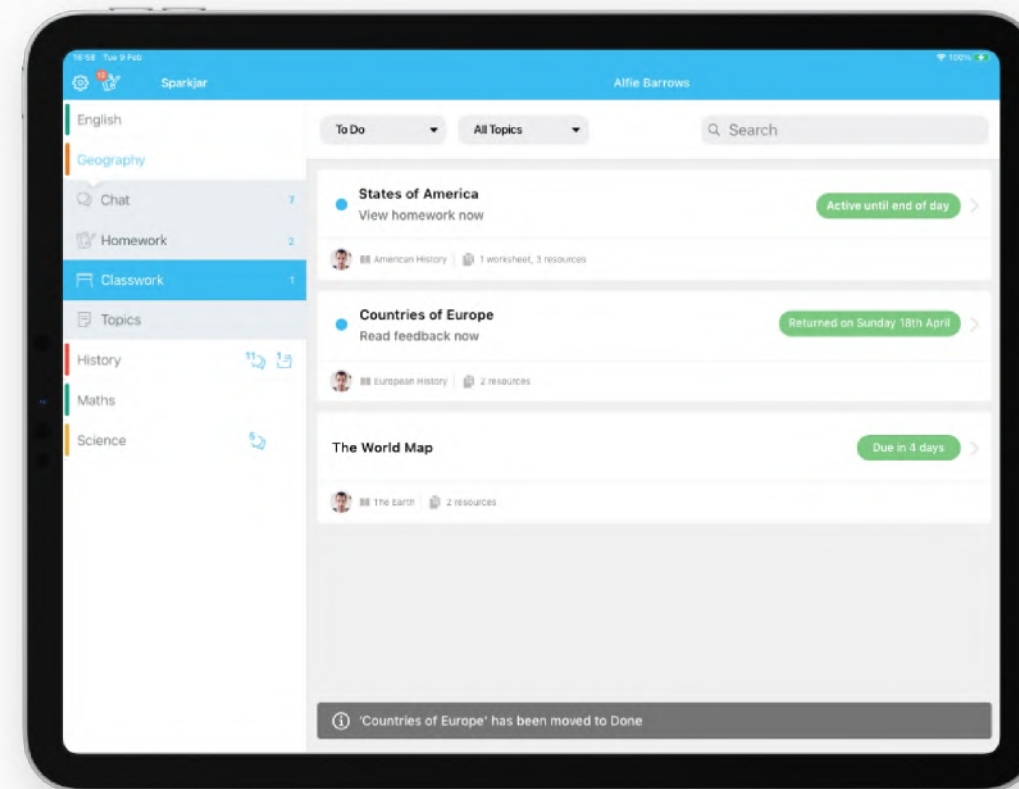
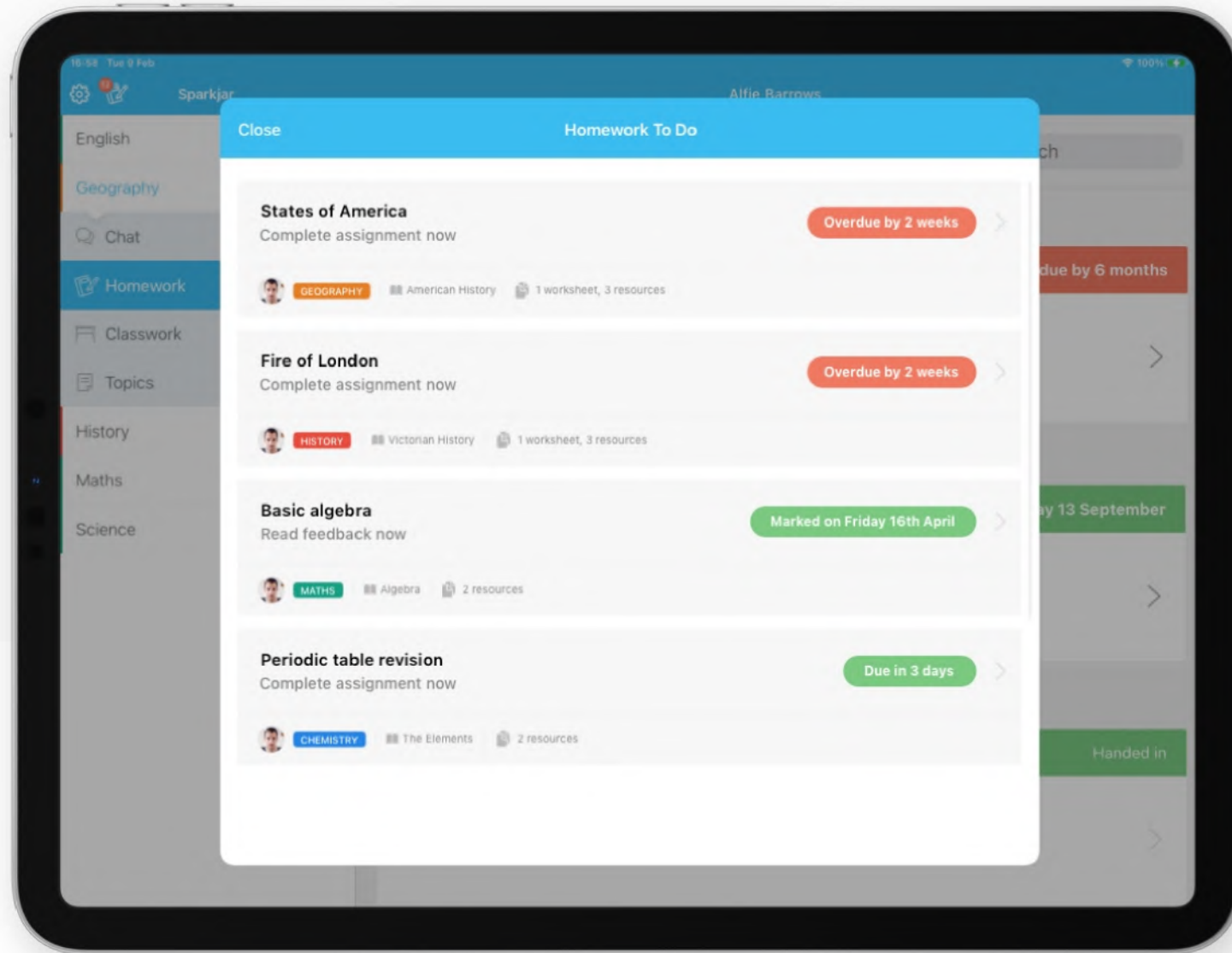
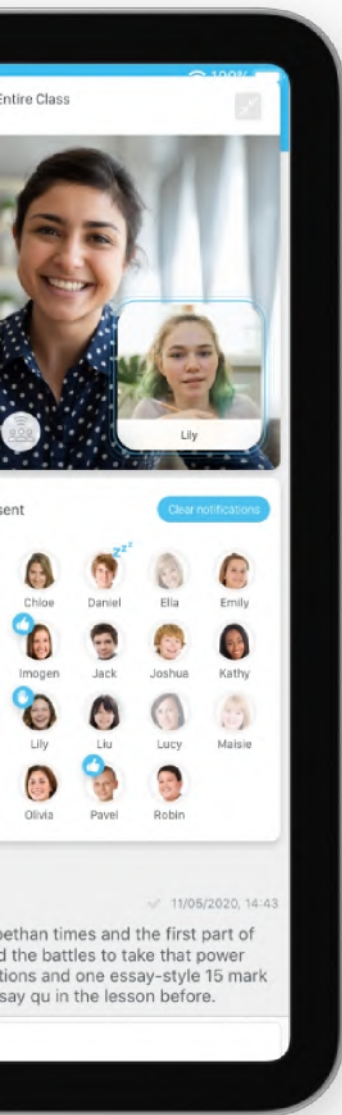
Teachers:

- Pavel Mackovík: Jinx! 🤪
- Liu Yang: Lol 🤪
- Carolyn Jory: Lol thanks! 🙌🙏📚📅
- Kathy Banks: Thanks! 🙌🙌
- Me: Yes, the mock is on the 10th! Look
- Robin Archer: What topics is it on?
- Liu Yang: I think to do with the Normans to
- Pavel Mackovík: Isn't it on Tudors? 🤔
- Carolyn Jory: I think it's a bit of tudors to help u
- Normans
- Me: You're all correct! 😊 The mock is on life in Elizabethan times and the first part of the Normans topic (Harold II coming to power and the battles to take that power from him). There will be some short answer questions and one essay-style 15 mark question. We're going to do some prep for the essay qu in the lesson before.

19 Present | 4 Absent [Clear notifications]

Attendees: Ben, Carolyn, Chloe, Daniel, Ella, Emily, Grace, Harry, Imogen, Jack, Joshua, Kathy, Lauren, Lewis, Lily, Liu, Lucy, Maisie, Mia, Naomi, Olivia, Pavel, Robin

11/05/2020, 14:43



Magpie

Visual Bookmarking App

FOUNDER / DESIGNER / DEVELOPER

Magpie

Project Details

ROLE

Ideation
App Design
iOS Development
Marketing
Customer Support

LINK

getmagpie.app

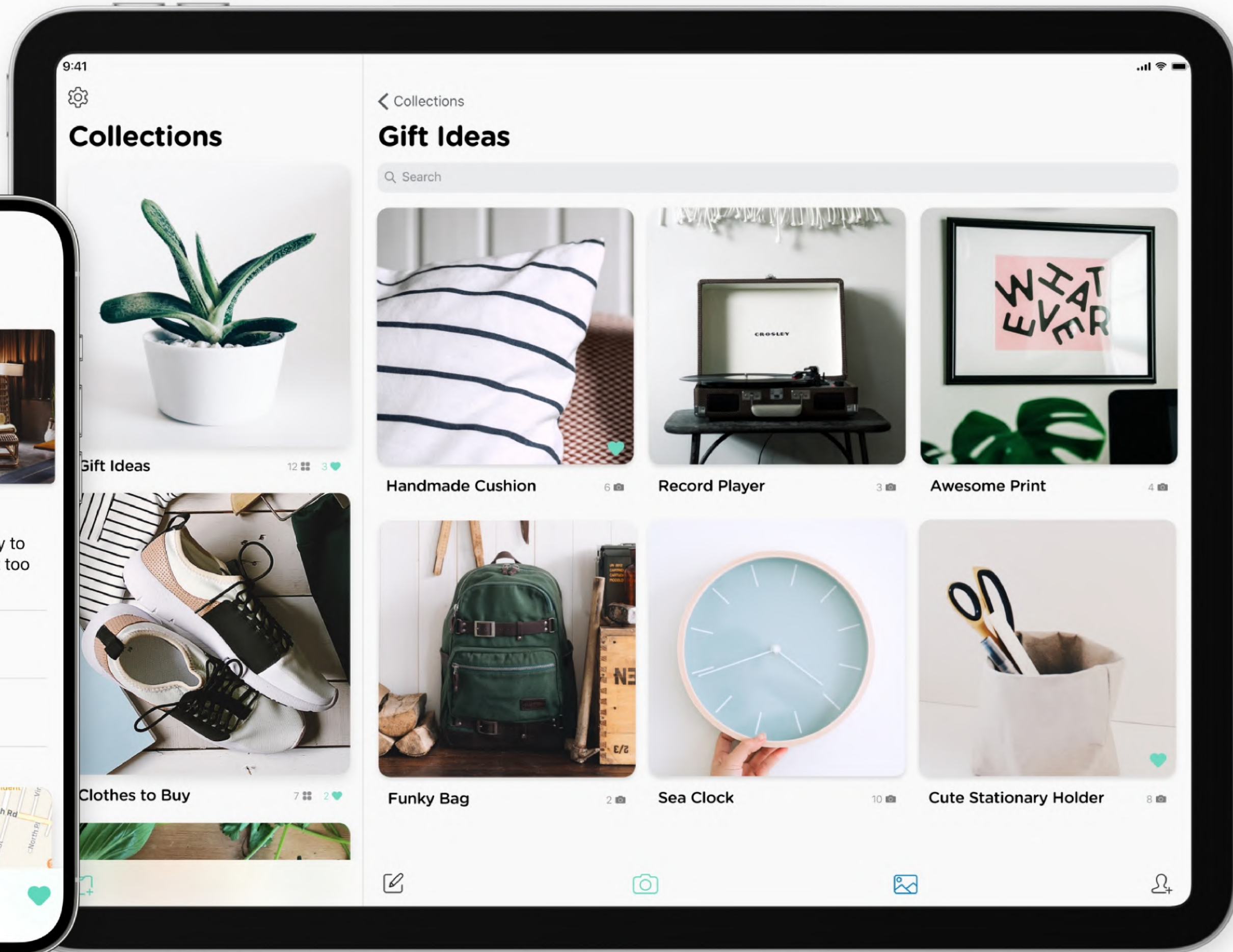
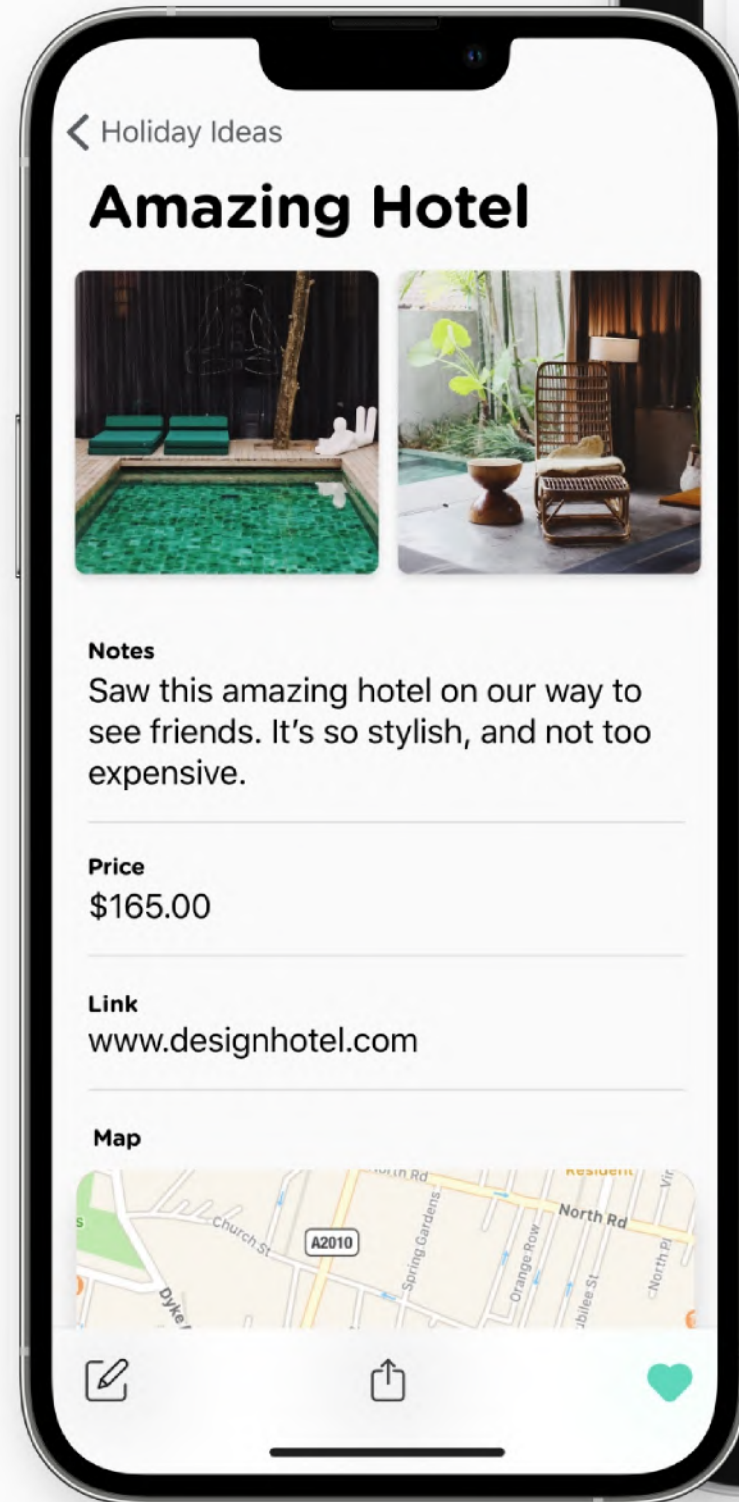
OVERVIEW

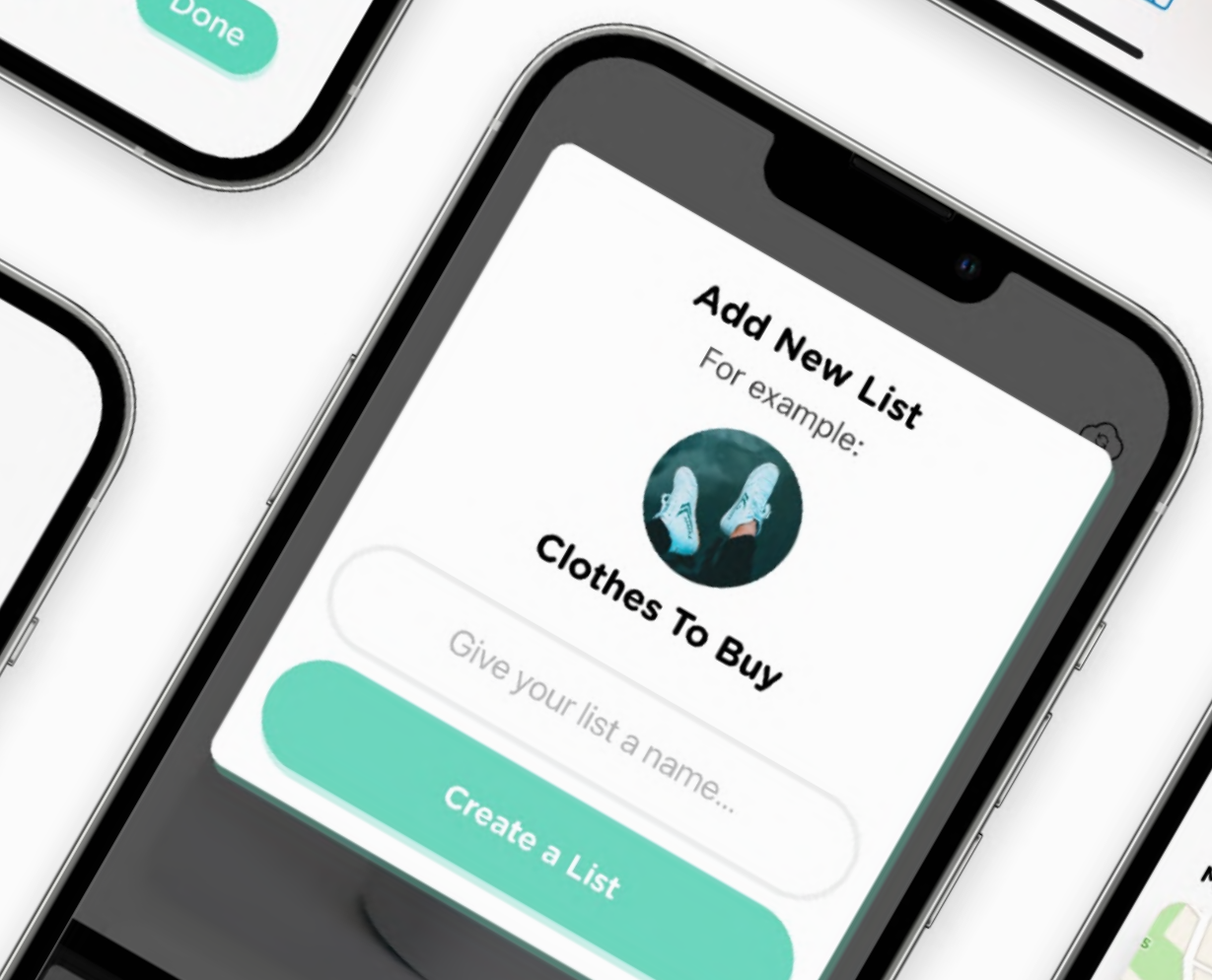
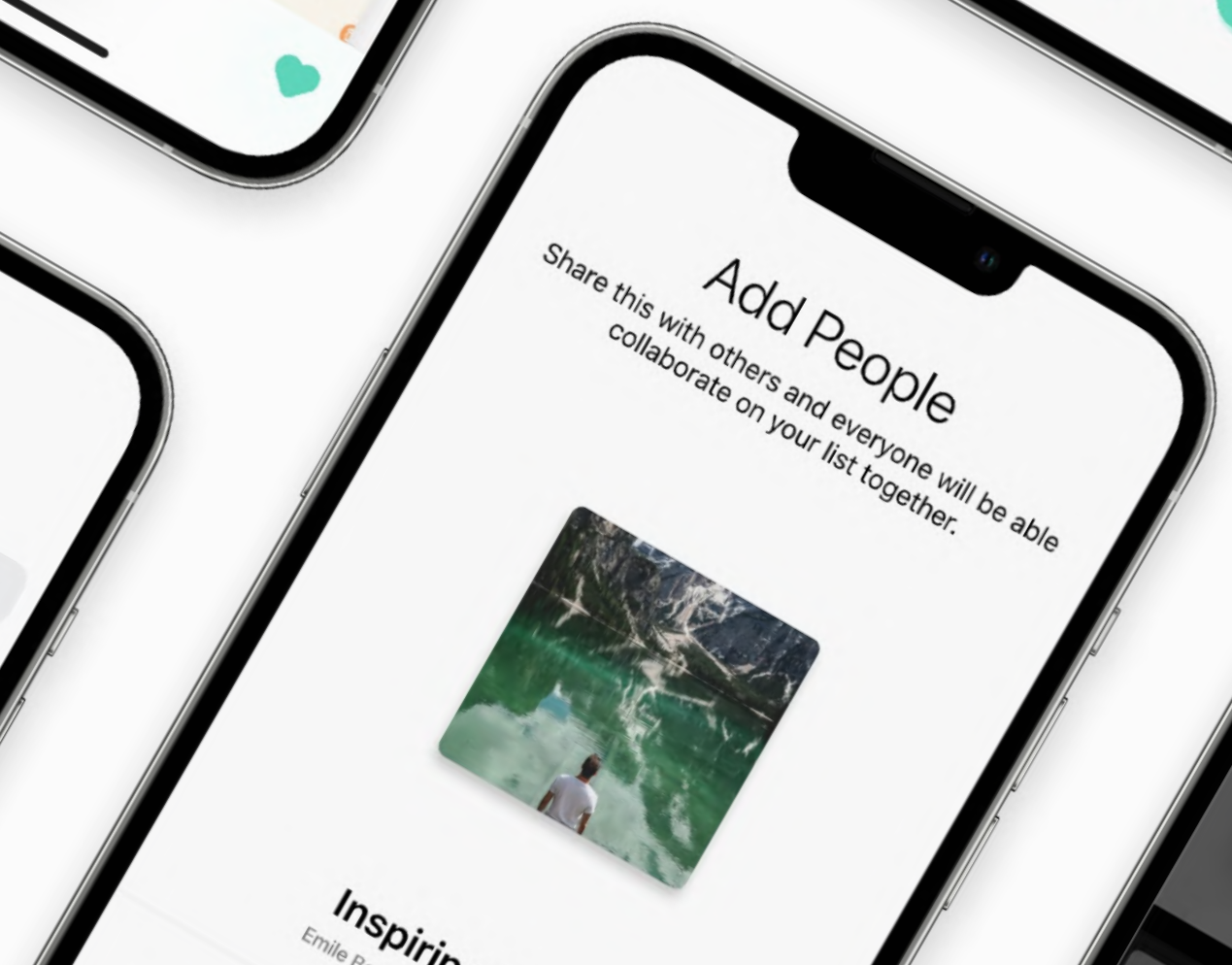
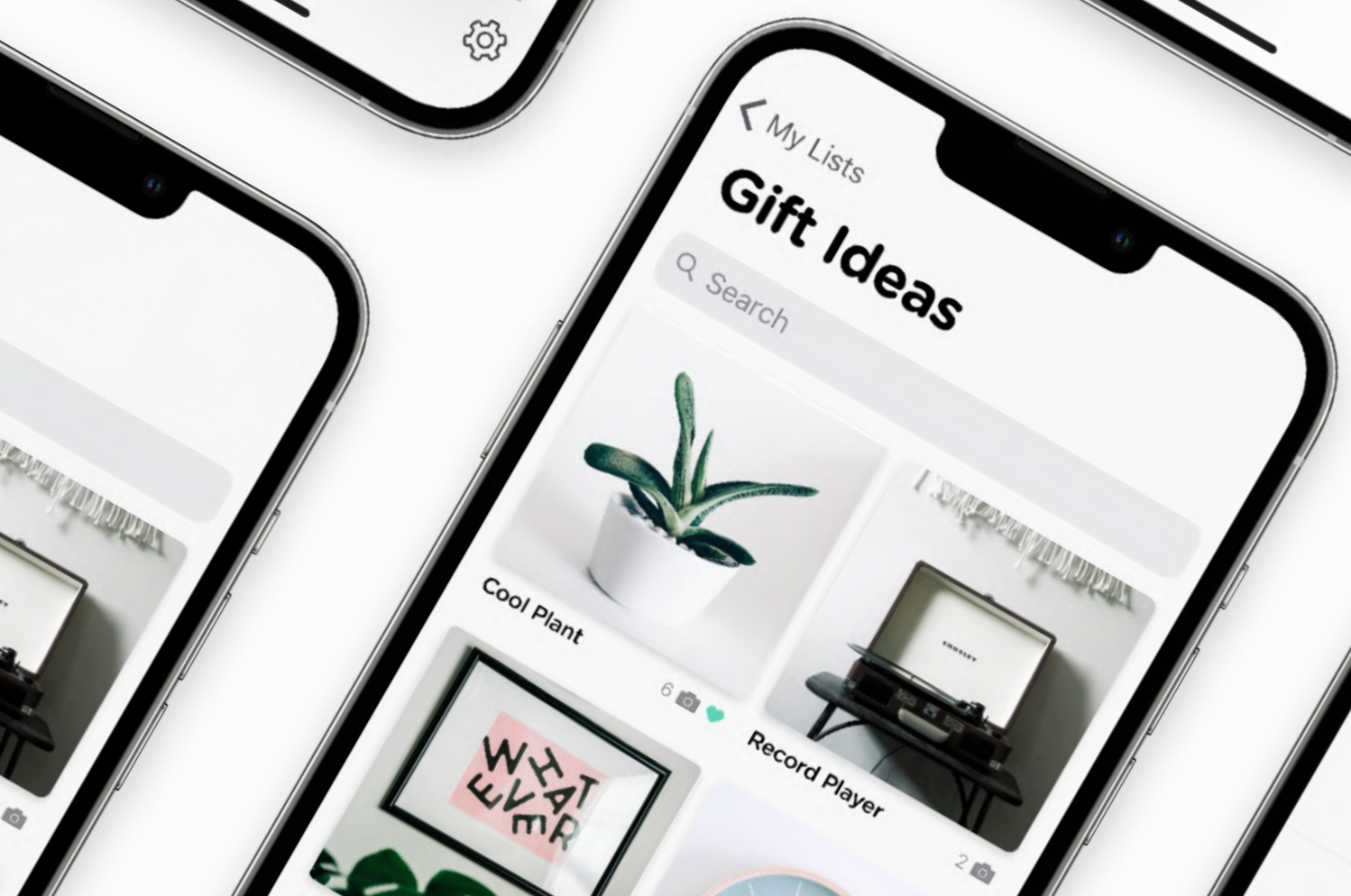
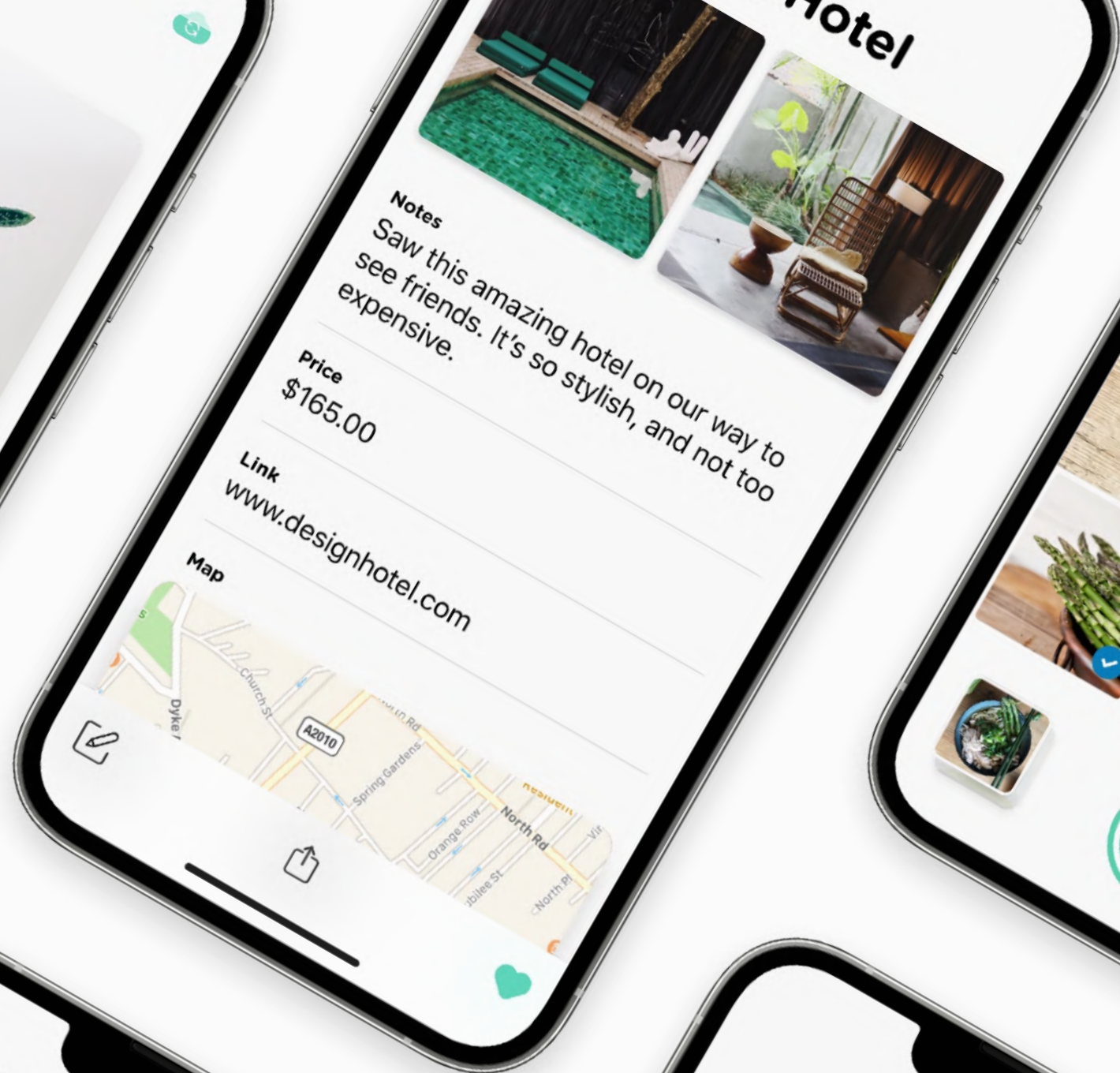
I designed and developed Magpie to solve the simple problem of forgotten 'reminder' photos buried in your photo library.

By conducting customer interviews to understand preferences for bookmarking, Magpie combines photos with notes, links, and location into visual bookmarks in searchable, shareable lists that delight users. I also developed an innovative purchase flow based on user feedback, offering a no-commitment free trial for lifetime-paid app and subscription versions, achieving a 30% increase in app revenue through A/B testing of purchase models, language, and content.

Magpie launched in early 2020 with Apple awards, global features and press coverage.

PRIMARY
APP SCREENS





“

Emile is a rare talent, possessing both exceptional technical and aesthetic design skills combined with an acute business sense that sets him apart from the rest. His contributions were invaluable to the success of our product - we're fortunate to have had him on our team.

James Carrol
Founder Sparkjar

Core Skills

My extensive skillset bridges research, UX, design, strategy, project management and product ownership.

This enables me to integrate seamlessly with the teams I work with, delivering effective solutions that hold up in real world use.

TOOLS

Figma
Adobe AfterEffects
Principle
Zeplin
VS Code
XCode
HTML/CSS/JavaScript
Github
Jira & Confluence

MANAGEMENT & RESEARCH

Product Ownership
Team Leadership
Creative Direction
Information Architecture
User Personas and Flows
Customer Journeys
Product Brainstorming
Data Analysis

DESIGN & IMPLEMENTATION

UX Flows
Wireframing
UI Design
Product Roadmap
Service Design
Prototyping
Build Specifications
A/B Testing

Client list

Over the years I have had the honour to work with some amazing clients, from lean startups to global brands and everything in between.

I've consistently helped my clients to build world class products that change their customers and users lives for the better.

Apple
Airside
Arts Council UK
Barclays
BBC
BMW
Channel4

EU Networks
Dunhill
Fluent Finance
Future Deluxe
Jamie Oliver
John Lewis
Jonny Walker

National Theatre
O2
Polar
RSA
Skoda
Sony
Sparkjar

Thanks

Thanks for taking the time to review my profile. If you're interested in bringing me in to work with you on your digital product, please get in touch.

EMAIL

emile@emilebennett.com

CALL

+44(0)7782 273 994

CONNECT

[linkedin.com/in/emilebennett](https://www.linkedin.com/in/emilebennett)