

# Benjamin Anik

Director, Creative Services · Brand & Marketing Leadership · UX & Design Systems

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## SUMMARY

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Creative director and operational leader with 15+ years building high-performing, multidisciplinary design teams inside B2B technology organizations. Proven ability to evolve visual brand systems, own end-to-end creative execution across digital, web, print, video, events, and sales enablement, and drive measurable improvements in throughput and quality without adding headcount. Deep experience bridging product, marketing, and sales as the connective creative tissue ensuring every channel reflects a coherent, enterprise-grade brand presence. M.S. Information Design, Northwestern University.

## EXPERIENCE

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### Executive Director of User Experience · Bizrate Insights (People Inc.)

Aug 2025 – Present | Los Angeles, CA

- Lead all UX and creative design output across product and marketing overseeing web, print, motion, and brand for a B2B SaaS and insights platform.
- Manage a six-person multidisciplinary team; align roles and skills to shifting business priorities while maintaining high creative standards.
- Drive creative strategy across email campaigns, white papers, conference materials, sales enablement, ad units, and social.

### Executive Director of User Experience · Bizrate Insights (Dotdash Meredith)

Aug 2020 – Jul 2025 | Los Angeles, CA (Remote)

- Grew the design organization from a solo UX role to a team of six by absorbing an internal graphic design group unifying print, web, motion, and brand under a single design org and shared creative standard.
- Owned the full creative output stack: SaaS product design, email campaigns, white papers, conference materials, ad units, infographics, and social assets providing a consistent brand across every channel.
- Built and operationalized the design system, intake process, and creative briefing framework that reduced revision cycles and improved time-to-market across marketing and product.
- Served as the cross-functional bridge between product, marketing, and sales the single source of creative truth for all visual brand decisions.
- Directed UX for VitalSigns, the company's flagship enterprise survey intelligence dashboard, used by hundreds of B2B clients.
- Produced all SubSummit and Shoptalk conference collateral; developed a bold editorial design system for leave-behind and print materials representing the brand at scale.

### Director of User Experience · Bizrate Insights (Meredith Company)

Jul 2019 – Aug 2020 | Los Angeles, CA

- Established the UX function as the founding designer, building process, systems, and design foundations that scaled with the business for five-plus years.

### UX Design Director · Legacy.com

Jan 2017 – Jun 2019 | Burbank, CA

- Directed UX and visual design for one of the internet's most-visited memorial platforms spanning obituary tools, a funeral home directory, a sympathy floral shop, and end-of-life planning features.
- Owned design across desktop and mobile, leading a team responsible for product experience and brand consistency at scale.

## CORE COMPETENCIES

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### **Creative Leadership**

Brand systems, visual strategy, creative direction, team building & mentorship

### **B2B Marketing Design**

Campaigns, white papers, sales enablement, events, web, email, social

### **Cross-Functional Partnership**

Product marketing, revenue marketing, sales, content — full GTM alignment

### **Design Operations**

Intake processes, creative briefing, modular systems, throughput optimization

### **UX & Product Design**

End-to-end product UX, design systems, accessibility, web architecture

### **Tools**

Figma, Adobe Creative Suite (expert), Jitter, Infogram, WordPress

## **EDUCATION**

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**M.S. Information Design** · Northwestern University

**B.A. Art** · UC Santa Cruz