

CALE BENNER

ABOUT ME

I am passionate about creating intuitive digital customer and user experiences that improve the way that people interact with products, technology and more. I am constantly looking for challenges and something new to learn.

I am an extremely motivated individual with the ability to successfully lead teams. My education and work experience has enabled me to become the catalyst for change in businesses of all sizes and drive results.

I have a record of being a quick learner, high performer, and team player. I have a collaborative leadership style. I perform well under pressure, am extremely dependable, very optimistic and never shy away from any challenge.

SKILLS

Leadership	Prototyping
Team Development	Personas
Exceptional Communicator	Storytelling
Product Design	Journey Mapping
Product Management	Process Mapping
Empathy Mapping	Visual Design
Marketing Strategy	Data Analysis
Market Trend Analysis	

CONTACT

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EXPERIENCE

SR. DIRECTOR TOTAL EXPERIENCE

The Standard / August 2022 - Present

Leads building of the total experience across The Standard. Focused on building holistic customer experience strategy and vision for external and internal customers through storytelling, design, accessibility, and process re-engineering. Leveraging strong knowledge of experience and design utilizing techniques such as design thinking, human centered designs, a product mindset and voice of the customer programs to mature awareness of customer needs and to demonstrate the value of design for the desired customer experience. Responsible for growing and leading a team of Customer and User Experience professionals, Software Engineers, Analytics Specialists, and Content Strategists to develop, inspire and create durable and engaging experiences.

SR. DIRECTOR USER EXPERIENCE

The Standard / August 2021 - August 2022

Responsible for leading, growing, and developing a team of User Experience professionals, Software Engineers, and Content Strategists. Ensures implementation of consistent and unified user-centered design practices and systems throughout the entire design and development process across multiple digital experiences, products and teams for Employee Benefits, Retirement Planning, and Individual Annuities. Partner to product, business, and IT teams to inform future bodies of work based on research conducted by the UX.

AVP, DIGITAL EXPERIENCE

UNUM - Colonial Life / April 2021 - August 2021

Responsible for leading, growing, and developing a team of User Experience professionals, Software Engineers, Content Strategists, and Digital Adoption Leads. Ensure consistent and unified customer experience across all customer segments; clients, policyholders, and sales agents. Responsible for creation and execution of digital adoption strategies across all customer journeys. Ensured application of consistent adoption framework, resources and best practices to support capturing maximum value. Strategic partner to product teams to inform future bodies of work based on research conducted by the UX and adoption team. Provided strategic reporting to executive level leadership.

DIRECTOR, DIGITAL USER EXPERIENCE

UNUM - Colonial Life / June 2019 - April 2021

Contributed and oversaw teams working to provide a simplified and intuitive online experience to Unum and Colonial Life's internal and external customers. Focused on the customer perspective to exceed their expectations, works to maximize KPIs and adoption of experiences by managing campaigns to encourage adoption of digital platforms.

DIRECTOR, CUSTOMER EXPERIENCE

UNUM - Colonial Life / November 2018 - June 2019

Concentration on establishing and leading the team responsible for the Voice of the Customer strategy enabling Colonial Life to capture customer feedback across channels, analyze and interpret it in the context of business objectives, and take action to drive change and respond more effectively to customer, business and market demands.

Provided user experience consultation and vendor management for Colonial Life's customer facing assets to ensure alignment to customer needs and experience strategy.

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EXPERIENCE CONTINUED

CHIEF OF STAFF

Colonial Life / December 2017 - November 2018

Highly focused on strategic planning for Colonial Life's 2025 strategic vision coupled with the near-term vision and goals for 2018 and 2019. Responsible for facilitating several external and internal focus groups and interviews and assisting with market and consumer trends research.

Worked closely with Colonial Life's senior leadership team enhancing the effectiveness the team's ability to achieve collective short and long-term strategic goals. Built strong working relationships with key stakeholders to ensure high quality and on time deliverables.

Partnered closely with CEO and senior leadership team to develop executive communications and content for Board of Directors meetings, quarterly sales conferences, large home office meetings, and public speaking engagements. Managed completion of high priority actions meriting attention of senior team.

MANAGER, SALES TRAINING

UNUM - Colonial Life / February 2017 - December 2017

Managed a growing team of Learning Solutions Developers and a Video Producer who were devoted to maximizing the sales reps and managers growth and potential by creating engaging and educational virtual and classroom training materials. Provided coaching and mentoring to team for continued career development. Managed the prioritization, intake, and implementation of numerous training projects while leveraging field feedback and usage analytics to inform choices.

Pushed creative and technological boundaries including mobile training, video usage, and gamification. Provides support and thought leadership other field initiatives.

MANAGER, USER EXPERIENCE ARCHITECTURE & DESIGN

UNUM - Colonial Life / November 2015 - February 2017

Responsible of growing a team of UI/UX designers and Information Architects to create innovative user experiences. Developed the skill sets of the team and enabling them to produce incredible experiences for our internal and external customers. Promoted design thinking within the organization. Built and maintained strong relationships with internal IT groups. Responsible for all aspects of design from ideation to delivering the high fidelity visuals with a primary focus on unum.com and coloniallife.com. Collaborated with teams across the enterprise to create empathy maps, journey maps, personas, wireframes, prototypes, visual designs, and user testing. Responsible for the hiring and developing of creative talent.

PRODUCT OWNER

UNUM - Colonial Life / March 2015 - February 2016

Performed the role of Sr. Information Architect and Product Owner due. Responsible for the prioritization, sprint planning, and project management activities relative to digital projects for Unum and Colonial Life internal and external customers. Maintained prioritized backlogs based on ROI, customer impact, and alignment with Product Strategy. Represented business, customer needs and requirements to drive feature and defect fixes, implementation & development through collaboration with Business Stakeholders, Business Architecture, UX, IT, and Analytics delivery teams.

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EXPERIENCE CONTINUED

SR. INFORMATION ARCHITECT

Colonial Life / May 2012 - November 2015

Responsible for the UX architectural work for all customer facing digital properties such as unum.com and coloniallife.com, mobile apps, and internal applications as well as growing and mentoring other Information Architects. Utilizing the following: ideation, user interviews, sketching, wireframing (Lo and Hi-Fi), requirements gathering, usability studies, user interviews, analytics, and ROI measurement.

LEAD WEB DEVELOPER / GRAPHIC DESIGNER

Direct Air / June 2011 - April 2012

Conceptualized and executed on marketing campaigns for 20 different market segments that included designing and developing emails, targeted web promotions, social media ads, print ads (newspaper and magazines), and billboards. Responsible for evolving the brand while ensuring the integrity of the current brand was being upheld. Management of website (designing, coding, SEO, maintenance). Working with third party vendors to innovate on our booking engine and email targeting. Maintenance of internal corporate networking infrastructure and 12 airports to ensure maximum uptime and efficient customer experiences.

WEB DEVELOPER / DESIGNER

Best Buy / January 2011 - May 2011

Partnered with a small agile team to innovate, design, create, and maintain portions of the Geeksquad website. Utilizing the following: ideation, existing customer data, sketching, wireframing (Lo and Hi-Fi), analytics, and ROI measurement.

GEEKSQUAD / COMPUTERS SUPERVISOR

Best Buy / February 2010 - December 2010

Grew and mentored a team of over 30 associates. Responsible for increasing revenues and overall efficiency of multiple departments.

LEAD WEB DESIGNER / CO-OWNER

Loggerhead Marketing LLC / June 2009 - January 2010

Provided clients with new, innovative designs, and unique digital solutions of problems. Worked with clients to provide them with the perfect digital and traditional marketing campaign with an emphasis on metrics to prove success.

LEAD WEB DEVELOPER / DESIGNER

Lazerpro Digital Media Group / January 2006 - May 2009

Responsible for scoping out projects and managing new and existing clients. Worked with a team of programmers and designers to ensure we met project goals and timelines. Streamlined the development process through new processes and organization.