About Me

BEN MOOK

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Qualifications

UX Design and Research
More than 400 classroom hours in General Assembly's UX Design Immersive program. Areas of study included: user research, interaction and interface design, prototyping and testing, and working with teams and clients. Completed a pro bono project with the Peace Corps Office of Health Services to redesign the electronic health records system based on user testing and interviews with key stakeholders.

Interviewing
In 17 years as a journalist, I have interviewed hundreds of people from all walks of life. Skilled at building rapport, navigating sensitive conversations and communicating concise narratives to target audiences.

Analysis
Deep experience translating complex subject matter, including legal briefs, business documents and financial records, into clear, compelling copy.

Storytelling
Professional writer with experience telling stories using print and digital platforms, including video, photography, data visualization and social media for target audiences. Received a Master's Degree in Interactive Journalism.

Employment

Content Strategist/UX Designer at ThinkShift
Washington, DC
www.wethinkshift.org
October 2016 - present
Content strategist and UX consultant for nonprofit think tank. Collaborate with subject matter experts and implementation teams to develop user-facing material that aligns with the organizational mission. UX work includes persona creation, user flows and journey mapping.

Senior Reporter at Current
Takoma Park, MD
www.current.org
September 2012 - January 2016
Print and digital reporter specializing in public radio, public media development and nonprofits. Also contributed photos, infographics, audio/video and newsletter content/design.

Senior Reporter at The Daily Record
Baltimore, MD
www.thedailyrecord.com
August 2005 - September 2012
Print and digital reporter with deep expertise in business, law and courts, banking, biotech, healthcare and government. Expert proficiency in storytelling, research, analysis, building source relationships and creating multimedia story packages on tight deadlines. As interim web editor, oversaw website redesign implementation and coordinated with design team in Minnesota.

News Editor at The Maryland Coast Dispatch
Ocean City, MD
www.mdcoastdispatch.com
February 1999 - January 2005
As editor, had supervisory responsibility of news coverage, design, website and staff development. Promoted after successfully covering crime, courts, business and city government.

Education

General Assembly
Washington, DC
UX Design Immersive
Visual Design

American University
Washington, DC
Interactive Journalism (M.A.)

Frostburg State University
Frostburg, MD
Psychology (B.S.)