

Maytar Ben-Biniamin

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Portfolio: <https://designsbymaytar.webflow.io/> | Blog: <https://mabenbiniamin.wixsite.com/theuxspot>

SKILLS

Salesforce Commerce Cloud, Salesforce Marketing Cloud, Salesforce, Raiser's Edge NXT, Financial Edge NXT
PaperSave, Inspire, Fonteva, Sitefinity, Rallybound, Accelevents, Formstack, Libsyn, Litmus
HTML, CSS, MS Office Suite, Figma, Adobe XD, Adobe Illustrator
Accessibility, Wireframes, Prototypes, User Flows, Information Architecture, Interaction Design

Completed EDX W3C Course: *Introduction to Web Accessibility*

WORK EXPERIENCE

Development Program Associate

July 2024 – January 2025

American Technion Society (ATS) – New York, NY (Hybrid)

- Creating, updating, and maintaining constituent and organization records in Raiser's Edge NXT
- Reviewing and submitting gifts and backup paperwork to PaperSave
- Tracking gifts, and preparing, sending, and maintaining records of gift acknowledgment letters and tax letters
- Writing copy and sending invites and emails to ATS's pool of donors to maintain stewardship
- Securing venues, arranging catering, keeping track of RSVPs to ATS events, creating agendas and speeches, and setting up event day of event
- Coordinating high level meetings and ensuring all logistics run smoothly
- Tracking expenses and coding them to its respective department in Financial Edge NXT

IT Coordinator

March 2023 – July 2024

Jewish National Fund (JNF) – New York, NY (Hybrid)

- Configured and deployed e-blasts using Salesforce Marketing Cloud, as well as ran tests through Litmus
- Built email templates in Salesforce Marketing Cloud
- Administered reputation audits for Salesforce Marketing Cloud
- Queried and troubleshooted Salesforce and Salesforce Marketing Cloud to solve email deliverability issues
- Opened and managed Salesforce cases to debug issues within the system that arise
- Assisted with SEO clean-up – redirected outdated pages, removing 404 pages, and created proper H1 tags
- Updated and maintained the JNF website with its' most current information, utilizing HTML and CSS
- Created event and non-event web pages through Sitefinity, Rallybound, Fonteva, and Accelevents
- Mapped fields, such as name, email, phone number, etc. from Accelevents to Salesforce
- Worked closely with the marketing team to gather needed materials for e-blasts and website updates

UI/UX Design Intern

November 2021 – June 2022

Watchitude – New Brunswick, NJ

- Worked closely with Figma and Adobe XD to create wireframes, mock-ups, and prototypes
- Utilized Salesforce Commerce Cloud to manage website and edit code using HTML, CSS, and Bootstrap
- Increased the user experience and business sales, specifically through the redesign of the support pages, home page, and hero banners

Web Design Intern

October 2020 – September 2021

Rutgers University – Remote

- Coordinated and contributed to the content of the Rutgers Language Engagement website using Joomla!
- Integrated the usage of categories, articles, menu items, etc. onto the UI with a detail-oriented approach
- Spearheaded the ideation and creation of the website and its' UX design

EDUCATION

B.A., Information Technology & Informatics, Minors: Art and DCIM
Rutgers University, New Brunswick, NJ (May 2022) - GPA: 3.8, Magna Cum Laude
Dean's List: Fall 2019-Spring 2021, SAS Excellence Award, Agron Family Scholarship