

Ben Kimmel

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Content Strategy, UX & Digital Experience

Content strategy and digital experience leader with a career spanning higher education, financial services, and mission-driven organizations. Experienced designing content systems, information architectures, and narrative frameworks that translate complex institutional priorities into clear digital experiences. Known for aligning audience needs, analytics insights, and organizational strategy through collaboration with product, marketing, technology, and communications teams.

Practice Areas

Content Strategy & UX Content Design
Information Architecture
Digital Experience Strategy
Strategic Communications
Narrative Storytelling
Audience Segmentation
Accessibility & Inclusive Design
Analytics-Driven Content Development
Cross-Functional Collaboration

Experience

Duke University Communications & Marketing — Durham, NC

Assistant Director, Digital Communications | 2021–2025

Led digital communications and content strategy supporting one of the nation's leading research universities. Collaborated with senior leaders, faculty, and university colleagues to align storytelling with strategic goals across major institutional initiatives and digital platforms.

Selected initiatives

- Duke Centennial digital storytelling and campaign experience
- Duke Climate Commitment communications initiative

- Duke Research Saves Lives research storytelling initiative
 - Duke.edu institutional website redesign
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Truist Bank — Raleigh, NC / Remote

Vice President & Senior UX Designer | 2020–2021

Led experience design initiatives supporting corporate and commercial banking platforms during the integration of BB&T and SunTrust. Worked with product, engineering, and compliance teams to improve complex financial workflows and client-facing digital services.

Fidelity Investments — Durham, NC

UX Design Lead & Senior Information Architect | 2013–2019

Led experience and information architecture initiatives for digital platforms supporting workplace investors and financial advisors. Structured complex financial information into clear navigation systems and workflows supporting retirement planning, investment management, and benefits participation. Facilitated design thinking workshops and cross-functional collaboration across UX, marketing, technology, and compliance teams.

Duke University — Durham, NC

Information Architecture & Digital Communications Roles | 2001–2012

Across several roles within Duke’s web and communications teams, designed digital experiences supporting academic and health system websites. Responsibilities included information architecture, usability research, content strategy, CMS implementation, and accessibility evaluation.

LEADERSHIP & MISSION-DRIVEN WORK

Board Member & President

North Carolina Songwriters Co-op | 2016–2024

Directed communications and digital engagement for the state’s largest nonprofit songwriter organization.

Venue Manager

Full Frame Documentary Film Festival | 2004–2018

Managed venue operations, volunteer teams, and artist relations for internationally recognized documentary festival.

Strategic Communications & Digital Advisor

Mission-driven organizations including CleanAIRE NC and North Carolina Symphony

Provided pro bono communications and digital advisory support focused on nonprofit storytelling and public engagement.

TOOLS

WordPress • Drupal • Cascade CMS

Figma • Adobe XD

Google Analytics / GA4 • Hotjar

Muck Rack • AI-assisted research and content development tools

EDUCATION

Bachelor of Arts — Fine Arts / Theater Studies

Warren Wilson College

Professional development and speaking roles with IA Conference, EdUi, and HighEdWeb.