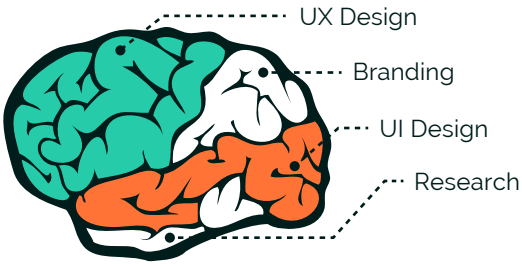
BEN RICHARD

LEAD PRODUCT DESIGNER

SKILL SET



10 Years of product design experience

High Experience Level

EDUCATION

Southern New Hampshire University

Bachelor of Arts
Graphic Design 2010

HTML/CSS
Certification 2019

EXPERIENCE

Lead Product Designer (Apr 2021 - Jan 2025)
Outdoorsy - Austin, TX (Remote)

- Squad embedded, product design lead, responsible for creating elegant design solutions in a 2-sided RV marketplace, while meeting business goals and improving the guest's shopping and on-trip experience with Outdoorsy.
- Led product teams through the design process, from discovery to delivery, ensuring collaborative implementation of features and functionality across multiple platforms.
- Focused on elevating customer value and user experience through ideation workshops, usability tests and qualitative research sessions.
- Influenced, managed and scaled a Design System through shared libraries, language and documentation, to uphold visual consistency and the highest quality UI standards.
- Worked closely with marketing and leadership to harness our brand identity and aligned design solutions with company vision.
- Partnered with leadership and squad members to prioritize a strategic product vision and design direction, based on assigned KPIs and OKRs.

Senior Product Designer (Oct 2016 - Apr 2021)
Liberty Mutual - Boston, MA

- Team embedded, product designer, splitting my workload across two Auto insurance teams.
- Defined and executed digital experiences, that satisfy the insurance shopper's end-to-end journey, by demystifying insurance and solving for their pain points.
- Owned the product design life cycle, by working closely with product, engineering, research and analytics to define feature roadmaps and prioritization.
- Contributed to user research and usability testing studies, to inform design strategy for enhancing features and experiences.
- Ensured design consistency through implementation of our design system, as well as influenced the evolution of the components and patterns within it.
- Presented monthly design decisions with stakeholders and leadership, to align with business goals and product strategy.
- Mentored staff designers, to promote design team standards.

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