

# BEN RICHARD

LEAD PRODUCT DESIGNER

TOOLBOX

High Experience Level



INNOVATIVE THINKER

STORYTELLER

USER-CENTRIC

PRODUCT DESIGN / VISUAL / DESIGN SYSTEMS / INTERACTION / MOBILE

## LEAD PRODUCT DESIGNER

OUTDOORSY - AUSTIN, TX  
APR 2021 - JAN 2025

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

LIBERTY MUTUAL - BOSTON, MA  
OCT 2016 - APR 2021

ON-SITE

Team embedded, product designer, splitting my workload across two 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.

