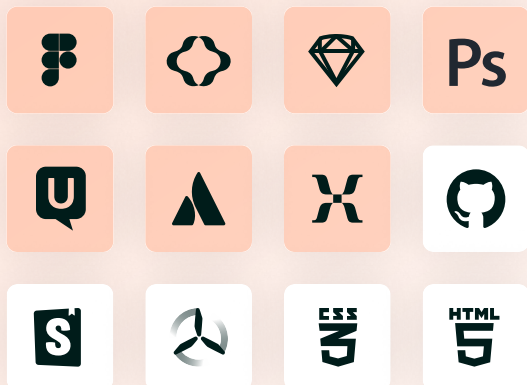


BEN RICHARD

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 the end-to-end design process from concept to launch, for various experiences including new 0-1 products as well as feature updates with A/B testing.

Engaged with product and engineering daily, to initiate collaborative design and development implementation of features across web and mobile platforms.

Focused on elevating customer value and user experience by facilitating ideation workshops, usability tests, prototyping, data analysis and qualitative research sessions.

Created, managed and scaled a Design System through shared libraries, language and documentation, to uphold visual consistency and the highest quality UI standards.

Partnered with leadership and squad members to prioritize a strategic product vision and design direction, based on assigned KPIs and OKRs.

Mentored junior designers to adopt design team rituals and champion a creative culture.

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.



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