

BEN RICHARD

LEAD PRODUCT DESIGNER

TOOLBOX

High Experience Level



INNOVATIVE THINKER

STORYTELLER

USER-CENTRIC

PRODUCT DESIGN / VISUAL / DESIGN SYSTEMS / INTERACTION / MOBILE

LEAD PRODUCT DESIGNER

ROADPASS, THOR INDUSTRIES
APR 2025 - PRESENT

REMOTE

- Defined and delivered digital experiences that support the road trip planner's journey, simplifying vacation planning and addressing key pain points.
- Engaged across two product squads, leading design for high-impact initiatives, including a 0-1 mobile app concept to expand our total addressable market.
- Led end-to-end design for major product experiences, from research and concept to final implementation, across web and mobile platforms.
- Solved product challenges by designing intuitive UX, powered by AI technologies.
- Created, managed and scaled a Design System through shared libraries, language and documentation, to uphold visual consistency and the highest quality UI standards.

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.
- Partnered with product managers, engineers and leadership to define the product vision and strategy, ensuring alignment with user needs and business goals (KPIs).
- Contributed to the redesign of legacy products, delivering feature enhancements validated through A/B testing and user feedback.
- Utilized rapid prototyping and motion design to effectively communicate design concepts and test user interactions.
- Informed post-MVP design direction by facilitating ideation workshops, usability studies, and data analysis to uncover opportunities.
- Ensured design consistency and efficiency through implementation of our Design System, as well as guided the evolution of the components and patterns within it.
- Mentored junior designers to adopt team rituals and champion a creative culture.

