



BEN RICHARD

SENIOR / STAFF PRODUCT DESIGNER

EXPERIENCE

Apr 2025 - Present
Remote

Lead Product Designer | RoadPass, THOR Industries

- Defined and delivered digital experiences that simplified the road trip planning journey and addressed key customer pain points within a highly seasonal product landscape.
- Drove end-to-end product design from research and problem definition through ideation, prototyping, and front-end implementation across web and mobile platforms.
- Led design across two product squads, driving high-impact initiatives including a white-labeled campground product designed to expand our TAM and create new business growth.
- Architected an AI-powered design system across four branded apps with Engineering, creating scalable themes, components, and design-to-code workflows to accelerate design velocity and strengthen design-to-development alignment.
- Designed intuitive AI-powered product experiences, leveraging LLMs and knowledge bases to solve complex product challenges and improve the user experience.
- Partnered with senior leadership to define product strategy and longterm vision, aligning customer needs, business objectives, and product opportunities.

Apr 2021 - Jan 2025
Remote

Lead Product Designer | Outdoorsy

- Led product design within a 2-sided RV marketplace, creating experiences that supported business goals and improved the guest shopping and on-trip journey.
- Partnered with Product, Engineering, and leadership to shape product strategy and roadmap priorities, balancing customer insights, data, business goals, and technical constraints.
- Contributed to the redesign of legacy products, delivering feature enhancements validated through A/B testing and user feedback.
- Utilized rapid prototyping to communicate concepts, explore interactions, and accelerate product decisions.
- Facilitated ideation workshops, usability studies, and data analysis to shape post-MVP product direction.
- Guided the evolution and implementation of the Design System, improving consistency and efficiency through reusable components, design tokens, and UI patterns.
- Mentored junior designers, established team rituals, and helped foster a collaborative design culture.

SUMMARY

I'm a product design leader with over 13 years of experience translating complex problems into intuitive, user-centered products that drive meaningful business impact.

My experience spans startups and larger organizations including subscription model services, online marketplaces, travel and hospitality, healthcare, insurance, B2B, and more.

SKILLS

Roadmapping • Design Systems • Variables & Tokens • Mobile SDKs • 0 to 1 Products • LLM Features • AI-powered Workflows • Mobile App Design • Prototyping • Usability Testing • A/B Testing • Agile

TOOLS

 High experience level

Figma

Photoshop

Token Studio

Claude

ChatGPT

Github

Storybook

Testflight

HTML / CSS

Mixpanel

User Testing

