

BEN RICHARD

PRODUCT DESIGN MANAGER

EXPERIENCE

Oct 2026 - Present
Remote

Product Design Manager | RoadPass, THOR Industries

- Repositioned a campground app/website for an underserved RV audience, leading the design team in shaping a network-effect brand position and compelling membership value proposition. The MVP attracted 22,800 signups, nearly doubled paid memberships, and generated $155K in revenue within its first few months.
- Led a 0 to 1 launch of a multi-brand RV owner app, guiding the design team through an emerging category while balancing ambiguity, speed, and product risk. Defined a focused feature set and scalable foundation that enabled expansion to three additional RV brands, generating $140K in FY26 revenue.
- Directed the design team's capacity and priorities across product squads, while still executing hands-on design work as a player-coach hybrid.
- Established a collaborative, high-performing design culture through regular critiques, team rituals, and shared work.
- Coached and developed the design team through clear expectations and actionable feedback, while supporting growth, and raising the quality and pace of daily work.

Apr 2025 - Oct 2026
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 intended to expand our TAM and create new business growth.
- Architected an AI-powered design system across a multi-brand RV owner app, creating scalable themes, components, and design-to-engineering 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.

SUMMARY

I'm a product design leader with over 14 years of experience translating complex problems into intuitive, user-centered products that drive meaningful business impact.

My experience spans startups and larger organizations including consumer-facing products, online marketplaces, subscription model services, travel and hospitality, healthcare, insurance, 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

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