

# Benjamin Nelson

Design & Product Leader · Los Angeles, CA
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Design Leadership | AI / ML | Healthcare & MedTech | Product Strategy | Design Systems

Design and product leader with 18 years of experience building and scaling digital products across healthcare, AI/ML, and enterprise platforms. Deep background in regulated environments, cross-functional leadership, and 0-to-1 product development. Track record of hiring and developing high-performing design teams, leading 20+ discovery engagements, and shipping AI products at Google, Alaska Airlines, and BCG.

## CORE SKILLS

- **Design Leadership**
  Team building, mentorship, hiring, design ops
- **AI / Machine Learning**
  10+ years shipping AI products at scale
- **Healthcare & MedTech**
  Medtronic, CareFusion, Linear Health Sciences
- **Product Strategy**
  0-to-1 development, workshops, discovery
- **Design Systems**
  Scalable design systems, pattern libraries
- **Research & Prototyping**
  User research, Figma, HTML, rapid prototyping

## INDUSTRIES

- Healthcare / MedTech
- AI / ML Platforms
- eCommerce
- Media & Entertainment
- B2B / B2C / B2B2C
- Airline / Aerospace
- Proptech / Real Estate
- FinTech
- Automotive
- Industrial Engineering

## TOOLS

**Design & Product**

- Figma
- Adobe CC
- Notion
- HTML / CSS

**AI & AI-Assisted Dev**

- Claude / Claude Code
- Cursor
- VS Code + Copilot
- Gemini
- ChatGPT
- NotebookLM
- Antigravity
- Bolt.new

## EDUCATION

**Minnesota State University**
BFA, Graphic Design / Art History
2004 – 2008

## EXPERIENCE

**Rentvine** — May 2024 – Present
*Director of Product Design*
Leading product design for a proptech SaaS platform. Driving the design system, the cross-functional Workflows Initiative, and unified communications strategy, with a team of eight.

**UP.Labs / Alaska Airlines** — Sep 2023 – Jan 2024
*Product Experience Consultant*
Led design for AI/ML-enabled airline products, including predictive maintenance platforms and AI-enhanced flight scheduling systems, at a venture lab.

**DesignMap** — Jun 2022 – May 2023
*Director, Product Experience*
Directed design for Google's Area 120, researching and creating generative AI products. Led the team through complex AI product concepting and development cycles.

**Slalom** — Apr 2019 – Jun 2022
*Director, Product Experience*
Experience design leader for the LA market. Hired and led a high-performing team. Ran about 20 discovery and research engagements. Led sales pursuits and cross-location staffing alignment.

**Independent Consultant** — May 2013 – Apr 2019
*UX Design / Product Strategy*
Select clients: Google, Saatchi & Saatchi, Toyota, MGM Grand, Belkin, Braun, SapientNitro. Product strategy and design leadership.

**Left Field Labs** — Apr 2017 – Jun 2018
*UX Lead*
Led all projects from a UX perspective and introduced product strategy methods. Clients: Google, Discovery Kids.

**BCG Digital Ventures** — May 2014 – Jun 2016
*Lead Experience Designer*
Specialized digital innovation practice at BCG. Created and scaled transformative products with global industry leaders. Clients: Medtronic, Sam's Club, Levi's, Daimler, Purina.

**SapientNitro** — Jan 2014 – May 2014
*Senior UX Designer*
MGM Grand responsive website for all MGM properties.

**Belkin** — Apr 2013 – Jan 2014
*Senior UX/UI Designer*
WeMo IoT smart home app for iOS and Android.

**Beachbody** — Jan 2012 – Mar 2013
*Senior Interactive Designer*
Led the research team for web, apps, and interactive experiences. Art direction and oversight of junior designers.

**EGO Factory** — Oct 2010 – Nov 2011
*Interactive Designer*
Healthcare interactive experiences. Clients: CareFusion, Zeiss, Johnson & Johnson, Bausch & Lomb, EV3.

**Linear Health Sciences** — Aug 2016 – Present
*Investor*
Medical device company with proprietary safety valve technology for hospital IV and drainage tubing systems.

# Notable Projects

— Select client work across career

| COMPANY | WORK PERFORMED | TYPE |
|---|---|---|
| **Medtronic** | Implantable pain management device (BCG DV) | Healthcare |
| **CareFusion** | Interactive clinical technician training | Healthcare |
| **Johnson & Johnson** | Custom healthcare interactive solutions (EGO Factory) | Healthcare |
| **Bausch & Lomb** | Healthcare interactive experiences (EGO Factory) | Healthcare |
| **Linear Health Sciences** | Investor: medical device safety valve technology | Healthcare |
| **ConsumerMedical** | React Native healthcare application | Acquired |
| **Zeiss** | Lens catalog application (EGO Factory) | Healthcare |
| **Google A120** | Generative AI products, product pitch dashboard | AI/ML |
| **Alaska Airlines** | Predictive maintenance, AI-enhanced flight ops | AI/ML |
| **Levi's Threads** | ML with mechanical turks, iOS application | AI/ML |
| **Takeda Pharmaceuticals** | Digital product development (BCG DV) | Healthcare |
| **Meta / Facebook** | Resource management: workshops, system architecture | Strategy |
| **NASA JPL** | Team capability tracking dashboard | Product |
| **NFL Pro** | Workshops and mobile app strategy | Strategy |
| **UCLA Health** | Discovery workshops and website build | Strategy |
| **Klover / Attain Data** | Discovery workshops, product management | Strategy |
| **Discovery Kids** | Mobile VoD application | Product |
| **Lufthansa** | Traveler application | Product |
| **Sam's Club Mexico** | Consumer application (BCG DV) | Product |
| **Belkin IoT** | WeMo smart home, iOS and Android | IoT |
| **Oral-B** | IoT toothbrush application | IoT |
| **SOAR Street Lights** | Mobile application | IoT |
| **CarLotz** | Workshops and product planning | Strategy |
| **PennyMac** | Loan services products | Product |
| **Dine Brands** | Menu management system | Product |
| **eCompli** | Wine and beverage compliance dashboard | Acquired |
| **Toyota** | Product strategy consulting | Strategy |
| **Braun** | Product consulting | Product |
| **Daimler AG** | Digital product development (BCG DV) | Product |
| **Purina** | Digital product development (BCG DV) | Product |
| **Saatchi & Saatchi** | Responsive intranet development | Product |
| **Wink / Wine Inc.** | Wine delivery responsive web | Product |
| **MGM Grand** | Responsive web for all properties | Product |
| **Beachbody** | Web, apps, and interactive experiences | Product |
| **Western Psychological Services** | Product consulting | Product |

Healthcare · AI/ML · Strategy · Product · IoT · Acquired