

BENJAMIN ROSS

Product & Design Leader

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Pasadena, CA | US/UK Dual Citizen

SUMMARY

A product manager with 20 years of professional design experience who has been writing web code since 5th grade is built different and builds different. Joined SnapMD as the first employee, taking a broken v1 telehealth platform to an industry-leading product. Overhauled CX at Uniper, reducing support response times by **50%** while simultaneously rebuilding the multi-national brand identity. Can talk craft with designers, architecture with engineers, and outcomes with executives. Skills that come from not just bridging but living in all three worlds.

PROFESSIONAL EXPERIENCE

Kaiser Permanente • Los Angeles, CA

Aug 2022 – Dec 2024

Senior Business Consultant

- **\$50,000+/yr in annual savings** by redesigning Provider Print Directory templates for Medicare.
- Overhauled the UX and visual design of internal analytics tools, evolving static PowerPoint decks into a unified interactive web application, delivering an 80% increase in information clarity for executive leadership.
- Spearheaded a multi-part project to streamline provider network data, freeing 200+ hours/month across 8 teams.

Uniper Care • Los Angeles, CA

May 2020 – Feb 2022

Head of Product & Brand

- Owned end-to-end product transformation across roadmap, SDLC, support workflow, CX, and third-party system integrations.
- **50% reduction in support response times, 60% improvement in product quality, and 40% increase in ROI** across the customer journey.
- Built and led a newly formed data analytics team, redefining data collection and analysis practices and delivering a 30% improvement in ROI measurement and business intelligence.
- Directed cross-functional goal-setting sessions with clear performance metrics, achieving 25%+ improvement in delivery times.
- **Defined and executed a global brand strategy transformation**, achieving a 98% increase in brand awareness, recognition, and quality perception across all markets and channels.

SnapMD • Glendale, CA

Jan 2014 – May 2020

VP of Product & Design

Progressed: First Employee / Head of Product & Design → Director → VP

- **Drove 78% of the company's overall revenue growth and earned the MedTech Breakthrough Award four years in a row** by taking a fundamentally flawed v1 telehealth product to a multi-award-winning, industry-leading platform.
- **80% of enterprise sales demonstrations delivered** in direct partnership with the COO; personally led 20% of enterprise-level implementation deployments at scale.
- Developed and executed a strategic product plan and roadmap for SnapMD's Virtual Care Management (VCM) platform across web, tablet, and native mobile applications.
- Defined, prioritized, and managed all product capabilities and user experience from concept to code for a multi-audience platform, including admin, provider, and patient interfaces.
- Hired, managed, coached, and developed a 4-person UI/UX team and 16-person development team.
- Established data governance, privacy policies, and data architecture in partnership with the CTO, ensuring HIPAA compliance and scalability across all platforms.

AWARDS & RECOGNITION

- **MedTech Breakthrough Award — Four Consecutive Years (2017–2020)** Best-in-Class Telehealth Platform | SnapMD Virtual Care Management Platform

ADDITIONAL EXPERIENCE

Quantum Method • Glendale, CA

Sep 2009 – Sep 2013

Senior Art Director

- Led creative execution across the majority of agency accounts spanning digital, web, video, print, packaging, and environmental design.

The Nielsen Company (ASD/AMD) • Santa Monica, CA

Jan 2008 – Oct 2008

Creative Director

- Led a complete portfolio transformation for a major media company, directing a 2-person team and achieving 85% improvement in operational efficiency.

PROFESSIONAL SKILLS

Digital Product Management

Product Strategy, Product Roadmap, Product Development Lifecycle, SDLC, User Experience Design, User Research, Agile Methodology, A/B Testing, Market Analysis, AI

Healthcare Technology & Regulated Environments

HIPAA Compliance, Data Governance & Privacy, Healthcare SaaS Platforms, Regulated Environment Product Development, Enterprise Healthcare Implementations

Data Analytics & Reporting

SQL, R, Tableau, Snowflake, FullStory, Mixpanel, ROI Measurement, KPIs, Business Intelligence Tools

Design & Productivity Tools

Figma, Sketch, InVision, Adobe Creative Suite, Miro, Lottie, Jira, Confluence, Aha!, ClickUp, Smartsheet, Claude

EDUCATION

- The Master's University, Santa Clarita, CA — BA, Music
- The Art Institutes, Pittsburgh, PA — Diploma, Digital Design

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