BENJAMIN ROSS

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Product & Design Leader

How many product managers do you know with 20 years of professional design experience, that have been writing web code since 5th grade?

I'm built different and I build different. At SnapMD, I joined as the first employee and helped take a broken v1 telehealth platform to an industry-leading product that drove **78% of the company's overall revenue growth** and earned the **MedTech Breakthrough Award four consecutive years**. At Uniper I overhauled their CX and reduced support response time by **50%** at the same time I rebuilt their brand. I can sit with designers and talk craft, sit with engineers and talk architecture and front-end implementation, and sit with executives and talk outcomes. Every product leader needs to bridge these worlds, but not many have the understanding that comes from living them.

PROFESSIONAL SKILLS

Digital Product Management: Product Development Lifecycle, SDLC, User Experience Design, User Interface Design, User Research, Agile Methodology, Technology Architecture & Platforms

Team Leadership & Development: Department Leadership, Team Building, Coaching & Training, Performance Metrics Reporting, Cross-Functional Collaboration

Data Analytics & Reporting: SQL, R, Tableau, Snowflake, FullStory, Data Collection Methods for Enhanced ROI Measurement, KPIs, Business Intelligence Tools

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

PROFESSIONAL EXPERIENCE

Senior Business Consultant | Kaiser Permanente, Los Angeles, CA   2022 – 2024

- **$50,000+/yr in annual savings** by redesigning Provider Print Directory templates for Medicare.
- **200+ hours/month freed across 8 teams** by spearheading a multi-part project to streamline provider network data.
- **80% increase in information clarity and actionability for executive leadership** by overhauling the UX and visual design of internal analytics tools, evolving them from static PowerPoint decks to interactive web applications.

Head of Product & Brand | Uniper Care, Los Angeles, CA   2020 – 2022

- **50% reduction in support response times, 60% improvement in product quality, and 40% increase in ROI across the customer journey** by overhauling the product flow end to end, including roadmap, SDLC, support workflow, CX, and third-party system integrations.
- **30% improvement in ROI measurement and business intelligence** by spearheading the build-out of a newly formed data analytics team and redefining data collection and analysis practices.
- **25%+ improvement in delivery times** by directing cross-functional goal-setting sessions that established clear performance metrics and enhanced team accountability.
- **98% increase in brand awareness, recognition, and quality perception** by redefining global brand positioning and deploying a unified identity across all markets and channels.

VP of Product & Design | SnapMD, Glendale, CA   2014 – 2020

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 consecutive years (2017–2020)** 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.
- Led a 4-person UI/UX team and 16-person development team; hired, managed, coached, and developed product managers, designers, and engineers.
- Established data governance, privacy policies, and data architecture in partnership with the CTO, ensuring HIPAA compliance and scalability across all platforms.

ADDITIONAL EXPERIENCE

- Creative Director, The Nielsen Company (ASD/AMD), Santa Monica, CA, 2008 — Led 2-person creative team through complete portfolio rebrand; drove 30% increase in perceived value, 25% increase in brand recognition, and 85% improvement in operational efficiency
- Senior Art Director, Quantum Method, Glendale, CA, 2009–2013 — Led creative execution across the majority of agency accounts spanning digital, web, video, print, packaging, and environmental design

EDUCATION

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