

BENJAMIN ROSS

Design & Product Leader

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Pasadena, CA | US/UK Dual Citizen

SUMMARY

A creative leader who has filled every role in a design organization — from production artist to creative director. Rebuilt brands spanning three continents, earned the **MedTech Breakthrough Award four years in a row**, and led product design teams that generated **78% of overall revenue growth**. There are designers who understand product, product managers who appreciate design, and technical leaders who value both. With **20+ years of professional design experience**, **12 years of product leadership**, and a web coding background dating to 5th grade — get all three perspectives in one hire.

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

- **98% increase in brand awareness, recognition, and quality perception** by redefining global brand positioning, identity, and market strategy across all channels, and deploying a clear, unified visual identity.
- Led a 3-person design team developing product assets, photography, and marketing materials while establishing streamlined processes that drove a 60% reduction in production timelines.
- Owned end-to-end product transformation across roadmap, SDLC, support workflow, CX, and third-party integrations.
- **50% reduction in support response times, 60% improvement in product quality, and 40% increase in ROI** across the customer journey.
- Directed cross-functional goal-setting sessions with clear performance metrics, achieving 25%+ improvement in delivery times.

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 consecutive years** by taking a fundamentally flawed v1 telehealth product to a multi-award-winning, industry-leading platform.
- Built SnapMD's VCM design system from scratch — component library, design tokens, and usage guidelines — enabling a 40% reduction in feature build time and supporting white-label customization across all screen sizes and devices.
- Developed and executed a user-centered UI/UX strategy and roadmap across web, tablet, and native mobile for a multi-audience platform including admin, provider, and patient interfaces.
- Defined, prioritized, and managed all product capabilities, user interfaces, and experience from concept to code.
- Hired, managed, coached, and developed a 4-person UI/UX team and 16-person development team.
- Partnered with the COO to deliver 80% of enterprise sales demonstrations; personally led 20% of enterprise-level implementations.

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 2-person creative team through complete portfolio rebrand; achieved 30% increase in perceived value, 25% increase in brand recognition, and 85% improvement in operational efficiency.

PROFESSIONAL SKILLS

Visual Design & UI/UX

Art Direction, Creative Direction, Content Creation, UI/UX, User Journeys, A/B Testing, Design Performance Evaluation, User Metrics, Balancing Cognitive Load

Brand Strategy & Marketing

Brand Strategy, Creative Direction, Market Positioning, Product Launch

Digital Product Management

Product Development Lifecycle, SDLC, User Experience Design, User Research, Agile Methodology, Technology Architecture & Platforms

Data Analytics & Reporting

Data Collection, ROI Measurement, KPIs, Business Intelligence Tools, Snowflake, Tableau, SQL

Design & Productivity Tools

Figma, Sketch, Zeplin, InVision, Adobe Creative Suite, After Effects, Adobe Firefly, Miro, Lottie, FullStory, Jira, Confluence, Claude

EDUCATION

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

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