

BENJAMIN ROSS

thealmightyemdash@gmail.com • 503-984-0896 • benjaminbross.com • linkedin.com/in/benjaminbross • Pasadena, CA

Design & Product Leader

I have filled every role in a design organization -- from production artist to creative director. Over my career I have led design and product teams that drove **78% of a company's overall revenue growth**, earned the **MedTech Breakthrough Award four consecutive years**, and rebuilt brands spanning three continents. 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 the fact that I have been writing web code since 5th grade, I bring all three perspectives to the table in one hire.

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 & Go-to-Market Strategies

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

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

Data Analytics & Reporting: Data Collection Methods for Enhanced ROI Measurement, Key Performance Indicators, Business Intelligence Tools

PROFESSIONAL EXPERIENCE

Senior Business Consultant | Kaiser Permanente, Los Angeles, CA

2022 – 2024

- **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.
- **\$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.

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

2020 – 2022

- **98% increase in brand awareness, recognition, and quality perception** by redefining global brand positioning, identity, and market strategy across all channels and markets, and creating and deploying a clear, unified visual identity.
- **60% reduction in production timelines** by leading a 3-person design team in developing dozens of product assets, including photography, packaging, and marketing materials, while establishing streamlined processes that dramatically enhanced brand consistency.
- **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.
- **25%+ improvement in delivery times** by directing cross-functional goal-setting sessions that established clear performance metrics and enhanced team accountability.

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.
- Built SnapMD's VCM design system from scratch, creating flexible core components that supported white-label business model requirements across fully-responsive interfaces.

- Developed and executed a user-centric UI/UX strategy and product roadmap for SnapMD's Virtual Care Management (VCM) platform across web, tablet, and native mobile applications.
- Defined, prioritized, and managed all product capabilities, user interfaces, 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, UI/UX designers, and engineers.
- **80% of enterprise sales demonstrations delivered** in direct partnership with the COO; personally led 20% of enterprise-level implementation deployments at scale.

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