



T.J. Nelson

Staff Product Designer

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SUMMARY

Product designer and strategist with 11 years across enterprise and consumer products, from NLP-powered insights to event platforms and mobile apps. I help teams figure out what they're actually building and why, then stay hands-on through the craft. Most recently a player-coach at RainFocus, designing and launching products for enterprise events.

EXPERIENCE

RainFocus · Enterprise event platform 2019 - 2026

Sr. Product Design Manager	Feb 2025 - Oct 2026
Product Design Manager	Jul 2019 - Feb 2025
Sr. Product Designer	Feb 2019 - Jul 2019

- Set the product design vision for the virtual-first pivot, shipped in twelve weeks when COVID halted in-person events. It powered 2M+ virtual attendees in 2020 and became the foundation for six years of sustained ARR growth.
- As a player-coach, designed and launched three key products using AI-assisted prototyping and custom Claude workflows. One of those, the Sales module (launched July 2026), gives sales teams CRM-connected nominations and pass quotas so events become a measurable sales channel.
- Reframed Group Pass Management from "make it easier" into a confidence problem, giving group owners the tools to register, book, and plan on behalf of the people they bring.
- Managed design for the mobile apps on a platform running thousands of enterprise events a year: onsite session scanning, exhibitor lead capture, and the attendee app.
- Grew the design team from 5 to 13, introducing career ladders, chapter critiques, and north-star metrics paired with usability testing.

InMoment · Customer experience platform 2015 - 2019

Sr. Product Designer	Sep 2017 - Feb 2019
Product Designer	Sep 2015 - Sep 2017

- Led design of NLP/ML-powered insights and recommendations in CX Intelligence Cloud, turning enterprise survey data into findings clients could act on. The product won two Stevie Awards for Best New Product.
- Ran usability, viability, and feasibility reviews with enterprise clients, validating concepts through low- and high-fidelity prototypes.

CRAFT

Product strategy & framing
Discovery, research & JTBD
Interaction & mobile design
Design systems & WCAG
AI-assisted prototyping
(Claude, Claude Code)
Figma

BEYOND THE ROLE

Writer

Philosophy & Design, a
LinkedIn newsletter on
product thinking
2026 - Present

Speaker

Product Hive, "Building with
Character"
2026

Advisor, Soonest

Healthcare staff scheduling
startup
2025 - 2026

Mentor & Instructor

DevMountain
2015 - 2018

EDUCATION

B.S. Business Marketing

Southern Utah University ·
2012

UX / Product Design

DevMountain · 2015

AWARDS

**Gold Stevie, Best Event
Management Product**
RainFocus · 2020

**Stevie Awards (2×),
Best New Product**

CX Intelligence Cloud ·
InMoment · 2018